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Saudi Arabia: a calm oasis in a troubled region, Section IV

No. 29,304

Tuesday April 24 1984

D 8523 B

NEWS SUMMARY

BUSINESS

profits

up 34%

JAPAN's four big securities houses

the six months to March. Page 21

the parent company and a quarter of its 200 subsidiaries. Only oil oper-

ations are affected; insurance oper-

ations are working normally,

BELGIAN franc was slightly firmer

in the European Monetary System last week and was placed within its

EMS April 19,1984

divergence limit. Trading was ex-

tremely quiet ahead of the long weekend. The dollar's firmer trend

this belped to relieve any down-

ward pressure on the weaker mem-

bers of the system. The lira re-

mained the strongest currency by

virtue of its wider divergence allow-

ance, while the D-Mark was again

the firmest currency bound by the

The chart shows the two constraints

on European Monetary System ex-change rates. The upper grid, based on the weakest currency in the sys-tem, defines the cross rates from

which no currency (except the lim) may move more than 24 per cent. The lower chart gives each curren-

cy's divergence from its "central rate" against the European Curren-cy Unit (ECU), itself a basket of Eu-

WALL STREET: Dow Jones index

was down 5.44 at 1,152.6 before the

close. Report, Page 23; Full share listings, Pages 24-26

TOKYO: Nikkei Dow index shed

5.71 to 10.800.78. The Stock Ex-

change index rose 2.7 to 848.51. Re-

port, Page 23; Leading prices, other

LONDON and European markets were closed for Easter.

DOLLAR in New York at hunchtime

was DM 2.66125 (DM 2.6645 at Fri-

day's close), SwFr 2.19525 (SwFr 2.2), FFr 8.18375 (FFr 8.195) and Y2248 (Y225.05). Sterling was \$1.4175, against \$1.417. Page 34

An industrial dispute in London has prevented the publication of up-to-date London Stock Exchange

and Unit Trust prices. Wednesday's

prices, the latest available, were published in Thursday's interna-tional edition and in the Saturday

edition published from London.

The editorial content of today's in-

ternational edition has been re-stricted because of industrial action

by IG Druck and Papier at Frank-

iurter Societäts-Druckerei, where

the edition is printed. This prevents

The crossword appears today on

exchanges, Page 26

Page 18

- Nomura, Darwa, Yamaichi and

GENERAL

MPs will Sears protest Roebuck at Libya decision

The British Government will come under pressure in Parliament this week to explain why the Libyan earnings rose 34 per cent to People's Bureau in London was allowed to function as an embassy, first quarter, on group sales up 12 especially after "students" took it ment, in line with market predic-

It will also face protests from tions, points to the strength of U.S. MPs angry that the killer of a po-consumer spending. Page 18 licewoman will go free.

Britain decided to break off diplomatic relations with Libya and ex-Nikko - returned record parent company turnover and profits for pel the Libyans in the bureau, who said they would leave hours before next Sunday's deadline. British diplomats will be withdrawn from CHARTER, Florida-based group, Libya, and Italy is expected to represent British interests there in fu-

Nigeria crackdown

Nigeria's military Government, in what it termed a "drastic" crackdown on currency smuggling closed its land borders yesterday and announced it will replace its currency, the naira, an official broadcast said. The currency changeover will start on Wednesday with the withdrawal of 1-20 naira notes and be completed by May

Angola bombing

Over 200 people, mostly Cuban and Soviet advisers and their families, died in a bomb attack on their hostel in Huambo, central Angola, Unita right-wing guerrillas claimed

Jail chiefs sacked

The head and deputy head of Spain's top-security Alcala-Meco prison were sacked after three inmates escaped using mock pistois made from soap.

Saudi Minister out

Saudi Health Minister Ghazi Gusaibi, known for his drive against cor- tended to depress the D-Mark and appointed in October, was dismissed. Page 2

French flight ban

French air traffic controllers will temporarily halt flights from main Paris airports today in protest at Government plans to restrict their right to strike.

Morocco amnestv

King Hassan is expected to proclaim an amnesty this summer for most of the 800 Moroccans jailed for food riots in January.

Bonn draft plan

West Germany will probably extend military service from 15 to 18 months next year, and begin recruiting women troops, to offset the falling number of eligible men, the Defence Ministry said.

Beirut talks falter

A security committee was struggling to keep alive a plan for sepa-rating combatants in Beirut, as consultations on forming a new Leba-nese Government continued in Beirut and Damascus. Page 2

Camorra men escape

Three leading members of the Camогта - Naples' Mafia - who had collaborated with the police escaped from a detention centre after claiming their lives were in danger.

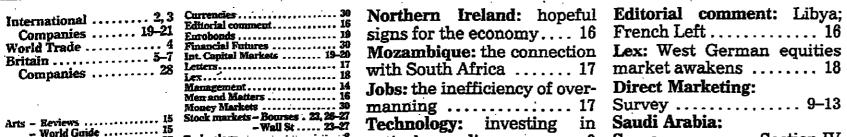
Gunmen kill mayor

Gunmen in the Philippines killed the mayor of Angadanan, 200 miles north of Manila, during Easter Mass - the fourth mayor killed in the run-up to the May 14 parliamentary elections.

Death on Everest

Bulgarian climber Hristo Ivanov the publication of late-breaking Predancy died after becoming the news, the final Wall Street report first man to climb Mount Everest and closing U.S. share prices. by the west ridge without oxygen, his teammates reported.

CONTENTS ---



Men and Matters 16

Jobs: the inefficiency of over- Direct Marketing:

tion between brokers (agents) and in them.

jobbers (principals) disappears.

Technology: investing in Saudi Arabia:

Northern Ireland: hopeful Editorial comment: Libya: with South Africa 17 market awakens 18 manning 17 Survey 9-13

U.S. export curb proposals draw fire from business

BY NANCY DUNNE IN WASHINGTON

Proposals by the U.S. Commerce Department to tighten its export licensing system have drawn fire from 250 American companies, trade associations and several countries.

In comments submitted to the Commerce Department, U.S. business almost universally condemns the proposed rules. They are described as "severely damaging" to U.S. exports, "unequivocally disastrous" to the country's economy and likely to "exacerbate the friction" which exists between the U.S. and its major trading partners over ex-

Worst of all, say many compa-nies, the proposed new rules, as well as crippling U.S. competitive-ness, would either duplicate rules already in effect or would not be sophisticated enough to achieve the aim of preventing the illegal diver-sion of sensitive technology to the

The proposed changes were advanced in January by the Com-merce Department, which has been fighting off attempts by the Pentag-on and the Customs service to play larger roles in the export control process. The new rules would affect the issuing of distribution licences, which authorise U.S. exporters to make multiple shipments over an cence, rather than having to issue a licence for each shipment.

The regulations also govern the re-export of products to countries other than Nato members, Austral-

BY TERRY DODSWORTH IN NEW YORK

chases of foreign shares shot up to

\$3.8bn, about 80 per cent more than

the previous high of \$2.1bn estab-

The UK stock market was the

main beneficiary of this buying surge, according to the annual sur-

vey of the Securities Industry Asso-

Net purchases of UK shares rose from \$218m in 1982 to \$1.13bn -

about half the \$2.2bn invested in

European equity markets. Net ac-

quisitions of Japanese stocks

The interest of U.S. investors in

foreign stock markets has shown a

marked increase in the 1980s com-

BY RAY MAUGHAN IN LONDON

INVESTORS in Industry (3i), which

glish and Scottish commercial banks.

doubled from \$479m to \$950m.

lished in 1980.

ciation (SIA).

Commerce Department approval .
One of the harshest indictments of the proposed rules was submitted by Mr Edward G Law, director of export regulation at International largest computer company. He warned of severe business losses

Very little evidence has been forthcoming that distribution licence level products are being diverted in any quantity at all, let al-lone in sufficient quantity to justify such drastic, damaging changes as are proposed, he said.

tive costs.

as well as significant administra-

The proposals would require reci-pients of U.S. exports to list the names and addresses of all customers to whom they expect to sell the products. The lists would have to be updated quarterly. For IBM alone, the list would amount to more than 200,000

names, said Mr Law. There have already been misconceived allegations in Europe extended period under a single li-that the U.S. licensing process is used to promote the commercial in-

terests of U.S. companies," he said.

The new proposals would also exclude the use of distribution licences for high-technology items inia, New Zealand and Japan, They cluding semiconductor devices, la-require foreign consignees to obtain sers and electron beam recorders.

American purchases of

foreign shares at peak

have a longer-term impact in reduc-

ing net capital flows into the U.S.

some leeway for the financing of

the increasingly unfavourable U.S.

capital inflow directed at U.S. stock

Industrial finance group seeks

stakes in London stockbrokers

claims to be Britain's largest private-sector institution specialising only one stock exchange firm, but 3i
in long-term industrial finance, is expects that this limit will be lifted toon of outside capital to maintain a

planning to join the revolution which is engulfing the UK securities industry by offering to take stakes in a number of leading London stockbroking firms.

It is the next year or so.

Many of the leading broking firms have already forged new alliances and secured additional source of outside capital to deal in shares of outside capital to dea

29.9 per cent shareholder. Charter Consolidated, the mining finance

Eight broking partnerships have already been approached by 3i and an outline of its proposals to two more broking firms have been arranged this week. It is hoping to take minority, sleeping partner stakes in a number of firms

These proposals being have been arranged this week by Mr David Hopkinson, the take minority, sleeping partner stakes in a number of firms

These proposals being have been as the size of the state of the stat

Mr Ewan Macpherson, a senior

At \$5.4bn, foreign investment in

market investment.

pared with the previous decade, U.S. equities was almost 40 per cent

Until last year 3i was known as on a worldwide basis when fixed Finance for Industry. It is owned by commissions are finally abolished.

the Bank of England and nine En-Hoare Govett, for example, has Seglish and Scottish commercial curity Pacific, the U.S. bank, as a

These proposals have been set beginning to emerge in the City of

out with particular reference to the London concerning the future mar-major changes now expected when ketability of second and third-line the fixed commission structure of shares, traded purely within Brit-

London Stock Exchange dealing is ain, and the financial strength of

broken and the traditional distinc- the stockbroking firms which deal

year offset some 70 per cent of the \$1bn.

agreement from their own customers not to re-export goods without tribution licences to exporters
Commerce Department approval. which have obtained no fewer than 50 licences in the prior year.

Mr Law pointed out that gov ment customers abroad could be lost if they refused to acknowledge Business Machines, the world's the extraterritorial authority asserted by the U.S. over sales of

technology and products.

Five foreign governments –
Sweden, France, Ireland, Austria and Switzerland - all submitted comments on the proposals, but they requested that they be kept

Currently there are about 700 distribution licence holders in the U.S., which include some of the largest exporters. The Commerce Department acknowledges that the rules would raise the number of individual licences issued yearly from 90,000 to more than 1m.

According to a U.S. electronics company, Computervision, a tenfold increase in licence applications for Western countries could lengthen the waiting time from four to six weeks at present to more than a

The already overburdened licensing system would be so overed that some observers have suggested that the Commerce Department proposals were issued to satisfy administration hardliners.

up from 9.8 per cent in 1982.

purchases by 54 per cent to a record

\$4bn, with UK purchasers leading

Tobacco's top two puff on,

Page 18; Wall Street report and prices, Pages 23-27

Investment will be purely passive and restricted to within 10 and 20

per cent of a firm's capital, 3i has

to take a proportion of the issues handled by sponsoring brokers.

capital base by subscribing for new

shares in conjunction with a rights issue and by subscribing for £2.5m

of fixed-rate convertible paper.

Smith has since welcomed N M

Rothschild, the merchant bank, as a

big shareholder in the recent round

stressed. In return, 3i would expect

These flows have recently provided larly active, increasing their net

trade balance. But the country's ex. at \$1.8bn, followed by the Swiss on

penditure on foreign equities last \$1.3bn and the West Germans with

At present, an outside investor investment manager of 3i, believes

Gandhi seeks to widen split in Punjab separatists

By John Elliott in New Delhi

THE INDIAN Government estimates it will take one to two months to overcome a hard core of 400-500 trained and well-armed Sikh terrorists who are behind most of the recent killings and violence in the northern state of Pun-

Ten people have died in the state in the past three days, bringing the total number of deaths this month to nearly 60. In two separate inci-dents yesterday, an Indian Air For-ce squadron leader was backed to death in his home in Amritsar and six Sikhs were killed by paramilitary security forces in Ferozepur, one of the most turbulent areas near the Pakistan border.

The situation is the most critical faced by Mrs Indira Gandhi, India's Prime Minister, since she last took office over four years ago. It could affect her chances of winning the general election she must hold by next January. There appears, however, to be no chance at present of her trying to call a snap election to gain a fresh initiative.

The situation is complicated by reactions from Hindus, the religion of the majority in India, to Sikh violence. This may well be sharpened early next month when Punjab Hindus are planning a protest march to New Delhi.

"We should be able to break the back of the hard core within a couple of months or even less," M. M. K. Wali, Secretary of the New Delhi Home Ministry, said yesterday. The Government was trying to strengthen its intelligence operation and police morale, to catch and arrest enough of the hard core so that senior extremists leaders such as Sant Jarnail Bhuindranwali, hiding in the Sikhs Golden Temple in Amritsar, could "no longer be effective," Mr Wali said.

The Government is coming under increasing pressure to take action to end the disturbances. Mrs Gandhi said yesterday that informal talks were taking place with moderate Sikh leaders through intermediaries. Ministers hope that a widen-U.S. INVESTORS went on an un-precedented overseas equity buying spree last year, as their net pur-spree last year, as their net pur-weighed U.S. activity overseas. ing split between the militants and moderates over recent terrorist violence will encourage the moderates to seek a settlement.

In the 1970s, foreigners made net siasm fell off towards the end of the purchases of \$21bn of U.S. equities, while U.S. investors were net buy-to mark time, but foreign investors Mrs Gandhi sought yesterday to deflect criticism of her handling of the situation by blaming 'agents working at the behest of the big suers of only \$456m of foreign stocks. still accounted for about 10.5 per The SIA warns that this change in U.S. investor psychology could have a lowestor psychology could h per powers" for interfering in the Punjab and trying to destabilise the European investors were particu-

Although she was not specific, she is believed to have been refer-

Korea to open market to foreign banks

BY ANN CHARTERS IN SEOUL

SOUTH KOREA is to allow foreign sectors of the economy in its sophisbanks to compete on an equal foot-tication. ing with domestic banks on the home market. The necessary struc-

roreign banks will from this year be allowed to join the National Banks Association – a group which confers on regulations and sets commissions and fees and the classical strong growth in savings and continued low inflation had made the reforms possible, the minister said.

Foreign bankers herelded the

The definition of "capital" for foreign banks will also be broadened, giving them a larger base for their lending activities and for issuing guarantees and acceptances.

From next year branches of for would take advantageign banks will be able to particicressed competition. pate in trust business and to have central bank for export financing. Full rediscount facilities on a par from 1986.

pressure from its trading partners, market.

Kim Mahn-Je, the Finance Minister, told foreign bank executive yestural changes are to be made gradu-tural changes are to be made gradu-terday that liberalisation of the ally beginning this year, the Minis-banking sector had been under try of Finance announced at the study for some time. Present condi-

> move as "very positive" and "en-lightened." One European banker suggested that the new opportunities offered might be more interesting to those banks with a larger presence in South Korea but a U.S. banker thought "imagination, not size" would determine which banks would take advantage of the in-

pate in trust business and to have access to rediscount facilities at the opposition. Although the Government has returned the large, nationwide commercial banks to priwith those offered to domestic vate hands and has interfered less banks are scheduled to be available in their management during the last two years, the banks have be-South Korea has been under come accustomed to a protected

in particular the U.S., to open its Foreign banking sources, were markets. This move on the services careful to suggest that although the side could remove some of the com- initial brief from the Finance Minisplaints and simultaneously help to try provided a specific timetable, modernise the Korean banking sys-much would still depend on how the tem, which has lagged behind other policies were implemented.

Tokyo offshore finance 'still alive'

BY JUREK MARTIN IN TOKYO

THE IDEA of establishing an off-shore financial facility in Tokyo is still "alive" but not necessarily im-official consideration. minent, according to senior officials

liberalising the Japanese capital

centre. But they emphasised that such a move would only be countenanced in the wider context of the internationalisation of the yen and might process of gradually removing controls from the domestic markets.

Although hedged with caution this is the first acknowledgment in Continued on Page 18 meanly two years that the once widely canvassed concept of setting

it may reflect merely a desire by of the Japanese Finance Ministry.

The officials, in analysing the latest round of talks with the U.S. on put forward by the U.S. in the three recent bilateral discussions on remarkets system, suggested that forming the Japanese markets. The "serious consideration" might be U.S. Treasury has publicly exgiven next year to drawing up a pressed its frustrations at what it blueprint of such an offshore bank- charges is an inadequate Japanese response to its representations.

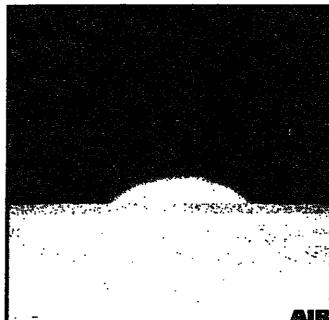
In general, the officials gave little hint yesterday that the reform "package" promised for the end of next month would contain substanhave to take second place to the tial concessions to the U.S. point of

They conceded that there had Continued on Page 18 Nakasone's domestic concern.

Air France serves eleven desti-

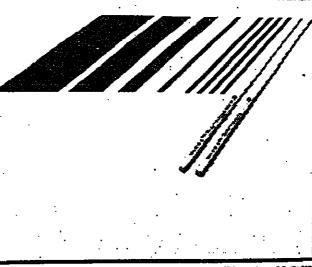
nations in the For East, In fact we

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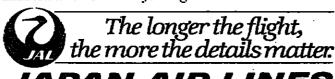
It's all part of the sumptuous

service in JAL Executive Class. Scating is only 8-abreast. Seat pitch is increased to 37 inches. Seats recline to 37.º Comfort is the word—with Ginch armrests, even a footrest to relax you.

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JAPAN AIR LINES

OVERSEAS NEWS

Mozambique renegotiates dam pact

and Portugal are understood to have reached agreement on a new tariff for the output of Cabora Bassa hydro electricity dam in Mozambique, putting the massive project on a viable financial footing for the first time since its commercial operations began in 1978.

The agreement will be the first major economic benefit for Mozambique since last month's signing of a non-aggression pact with South Africa.

his visit to the Mozambique capital of Matuto yesterday where he held talks on the dam with Government officials.

The dam was built in the

1960s and financed mainly by Portugal with the output going to the South African electrical

At independence in 1975. Mozambique agreed to respect the terms of the agreement although it argued that the rate paid by South Africa was too low.

At the time of its inception the dam also played an import-ant strategic role in Portugal's planning for what was then its colony. The irrigation potential was to provide an incentive for Mr Louis Nel, the South scores of thousands of Portu-African Deputy Foreign guese settlers, a scheme Minister, was due back from thwarted by independence.

Power lines from the dam to South Africa have been frequently sabotaged by Mozambique dissidents and supplies have been cut entirely

Under the new agreement it

dam's initial cost but Mozam-bique officials say that the new tariff will provide the country with up to U.S.\$15m (£10.6m) a

Mozambique and South Africa are also believed to be con-sidering a joint protection unit for the lines to protect it against

for the lines to protect it against further sabotage.

The disruption of power has cost Mozambique about \$500,000 a month in foreign exchange. The original agreement allowed Mozambique to "reimport" Cabora Bassa power at concessional rates from the South African grid which it paid in local currency.

However, the agreement stipu-

However, the agreement stipulated that should the dam's power supply be interrupted Mozamibque's imports of South

SOUTH AFRICA, Mozambique power authority. The dam can increase by up to 200 per cent. to be paid for in foreign and Portugal are understood to provide up to 10 per cent of the In the past, total receipts have currency.

Republic's needs. gone towards repayment of the Swaziland is continuing its continuing crackdown on members of the African National Congress (ANC) of South Africa, and is expected to expel ANC members from the country, according to reports from the rapital in Management Will

Mbabne. It was disclosed last month that Swaziland signed a nonaggression pact with South Africa in February, 1982, but until now has tolerated an ANC presence. Over the past 10 days, however, there have been clashes between small ANC bands and Swazi security police.

The Swazi authorities have so far arrested about 50 armed insurgents thought to have entered the country from Mozambique, in the wake of the March 16 signing of the latter's non-aggregation pact with Pre-

Poverty 'increasing' for black S. Africans

THE NUMBER of black South Africans living below the poverty line nearly doubled between 1960 and 1980, despite unable to achieve a fair and tween 1960 and 1980, despite "real improvements" in incomes in the country's homelands, delegates to an inquiry

told here. The week-long conference sponsored by the Carnegie Foundation of the U.S., ended on Friday with a call for radical changes in influx control, citizenship provisions and and tenure.

on poverty in the Republic were

a range of contributors from economists to doctors, lawyers and social workers, represents the most exhaustive assessment of poverty in the country since the first Carnegie inquiry 50 years ago, when commissioners investigated the poor white phenomenon of the time.

The work of the second

land tenure.

In an address to the closing session, Prof Francis Wilson of Cape Town University, director

In an address to the closing session, week will be followed up over the next two years.

A paper on income distribu-tion and poverty in South Africa's 10 black homelands by Dr Charles Simkins, an 250,000 in 1960 to 1.43m in 1980. economist at the University of Cape Town, provoked the most

Contrary to conventional wisdom it revealed: "Wide-spread and real substantial improvement in income (in the homelands) since 1960 and parnomeiands) since 1900 and par-ticularly since 1970." Almost no homeland families, the paper said, achieved the minimum living level in 1960, compared with 20 per cent in 1980. On the other hand, it said, there has been a rise in the proportion of destitute house-holds.

Those existing below the minimum living level had nearly doubled, from 4.9m to 8.9m over the same period. Of South Africa's population of 30m, 22m are black. Job prospects for the homelands were poor, said Dr Wilson. The upsurge of local employment in the mining industry, which accompanied the fail in recruitment of foreign labour, had reached its limit and so probably had the creation of a new black civil service in the homelands.

Saudi Arabian Minister for Health dismissed

BY KATHY EVANS IN DUBAL

Minister, Dr Ghazi Gusaibi, has tion among Arab diplomats in been relieved of his post, the Guif. He was regarded as according to a royal decree the most powerful figure in the issued in Riyadh.

post in October, having for-merly held the portfolio of industry and electricity.

His dismissal from the cabinet

ARABIA'S Health touched off a round of specula-CONSULTATIONS OVER the lars on the other. Council of Ministers apart from

Dr Ghazi Gusaibi assumed the the King himself, Crown Prince Abdullah and two of the King's full brothers — Sukan, Minister

> By David Narsh in Paris THE FRENCH Government yesterday delivered a rebuff to Col Muammer Gadaffi.over

call at the weekend for

France to pull its peace-keep-ing troops out of Chad.

Commenting on Col adam's claim that Chad was

"an extension" of Libya, the

Foreign Ministry in Paris said

that French soldiers were in Chad in agreement with the

country's government and in compliance with French respect for "the sovereignty

and independence of all countries within their inter-

nationally recognised bound-

FINANCIAL TIMES, USPS No 190840 published daily except Sundays and holidays. U.S. subscription reteased to the subscription research to the subscription research to the subscription reteased to the subscription reteased

of Defence, and Naif, Interior France rebuffs

dling the Green Line dividing Mr Nabih Berri, the Amal the Christian and Moslem leader, also took part in the halves of the capital.

A special security committee grouping representatives of the ernment have gained momentebanese Army, the Christian militais known as the Lebanese Forces, the mainly Druze President Amin Gemayel of Progressive Socialist Party and Lebanon last week A relative the Moslem Shitte Amal Move. Gadaffi on Chad ent met vesterday to iron ou

> tations of a buffer zone. Under the disengagement plan, Lebanese gendarmes and new recruits are to man zones between Moslem and Druze fighters on one side and Chris-

to keep truce plan alive

Lebanon factions struggle

BY NORA BOUSTANY IN BEIRUT

formation of a new Lebaness Former Prime Minister Government continued in Rashid Karami, a Sunni Moslem Damascus and Beirut yesterday, from the northern town of alive a disengagement plan for the separation of combatants. Residents reported some

the Moslem Shiite Amal Move-relaxation of security condidifferences over the exact limi-

tian militiamen and army regu-

while the multi-faction security Tripoli, met with Syrian Presi-committee scrambled to keep dent Hafez Assad in Damascus alive a disengagement plan for yesterday. Mr Karami who the separation of combatants. acsidents reported some in 1975, when the Lebanese shelling of east Beirut, after a civil war broke out, is tipped to dispute arose over the evacua- head the new Cabinet 25. 10. Jumblatt, the Druze leader, and Mr Nabih Berri, the Amal

tions in Beirut foll

meeting.
The Lebanese Forces have rejected participation in the new Cabinet, on grounds that they will never recognise a government that has been the product of consultations in the

PLO talks on unity end in Algiers

restoring unity to the deeply divided Palestine Liberation Organisation (PLO) ended in Algiers on Sunday night and a final communique will be issued today, according to APS, the Algerian news agency, moni-tored in Paris, Renter reports.

FOUR days of talks aimed at find a common platform on PLO strategy to clear the way for a session of the Palestine National

Council (parliament-in-exile). The discussions involved Mr Yasser Arafat's mainstream oday, according to APS, the Algerian news agency, monitored in Paris, Reuter reports.

The aim of the talks was to DFLP, led by Nayef Hawatmeh.

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Japan's economy on recovery path led by exports and business investment

change rate against the dollar shot up from 233 to 228 in thin trading on the New York foreign exchange market, and the following week, the yen soared past 230 in the Tokyo market, too.

The yea's somewhat abrupt strengthening took place in the absence of changes in fundamental factors dictating the alignment of the two currencies, such as interest rate differentials. But there was a background that made the development look possible at any moment. That was the continuous rise of the German mark against the dollar, in contrast with the stabilized position of the ven against the U.S. currency, namely between 233

After hilting bottom on January 9, the mark kept steadily strengthening against the dollar and, by March 1, the day before the yen's sudden rise, it had firmed up by 9.7 per cent from the low point of January 9. This translated into a decline of 87 per cent in the yen's value against the mark. from ¥82.17 to ¥90.04. It was natural, therefore, that buying force turned to the yen, which looked relatively undervalued, when the mark's rise had run: its course. If it is assumed that the ven is to rise to its rate visa-vis the mark on January 9 and the mark's rate to the dollar is fixed at the level on March 1, the yen's theoretical

rate to the dollar would be 213. If the ven's strengthening is in the neighborhood of 220 for the time being, the Japanese economy will benefit from a resultant further stabilization of prices and improvement of corporate profits. It also will provide greater leeway for the use of the monetary policy to stimulate business. Meanwhile, the impact on exports will be relatively slight if the yen does not strengthen past the level of

Export-led recovery in 1983 Various economic indicators announced successively toward early February clarified the shape of the economy in 1983 in statistical terms. First of all, mining and

manufacturing production rose 3.6 per cent. demonstrating that 1983 was "a year of recovery" because the performance compared with an increase of 1.0 per cent in 1981 and 0.3 per cent in 1982. Production in January of 1983 was 1.5 per cent lower than a year earlier, but it overtook the year-earlier level in March and came 9.6 per cent ahead of the year-earlier level in December. This movement served as an illustration that gains in production accelerated as the year

Recovery of production was accompanied by a decline in the producers' finished pro-ducts inventory ratio index (the 1980 average as 100) from 103.9 in January to 92.9 in December. The operating rate index, in the meantime, rose from 92.1 to 99.2 during the same period. Overtime in the manufacturing industry was 92 per cent lower than a year earlier in January but came out 15.5 per cent

ahead in December. Expansion of production was led by exports, which increased 8.7 per cent in volume, imports also started to pick up after 17.5 per cent higher than a year earlier in December. For the year as a whole, however, imports gained a modest 1.2 per cent. A rapid expansion of exports and a contrastingly slow increase in imports left a surplus of \$31.6 billion in the trade account and \$21 billion in the current account, both

Domestic demand lagged behind exports in recovery. Inflation-adjusted household consumption expenditures increased by a mere 0.6 per cent. which compared with the 2.7 per cent increase for the preceding year. Housing starts also fared poorly, declining 0.8 per cent to 1,136,000.

Stagnant consumption and housing were basically attributable to a slow increase-1.3 per cent-in inholds (in 1982, they advanced

by 4.3 per cent). Recovery in the corporate than that in the household sector. Capital investment decreased 2.8 per cent from a year earlier in the first quarter of 1983, but rose by 4.8 per cent in the fourth quarter. Orders for machinery (private; exclusive of orders for ships and those placed by electric utilities) increased 1.1 per cent, a reversal from a 3.8 per cent

In the meantime, prices exhibited unprecedented stability. Wholesale prices were off 2.2 per cent, the first drop in five years, on account of the cut of crude oil prices and the influence of the correction of the yen's weakness. Consumer prices advanced 1.9 per cent, the smallest in 24 years.

Production maintains

These trends in the economy have been maintained into 1984. Seasonally adjusted production incrased 0.7 per cent from the preceding month in January. Compared with the year-earlier level, it rose 10.0 per cent, the first two-digit increase in about four years. In addition to strong production of capital goods due to booming exports and recovery of capital investment, producers goods and consumer durables are also picking up. By contrast, weakness of personal consumption, housing and public works investment is keeping production of non-durable consumer

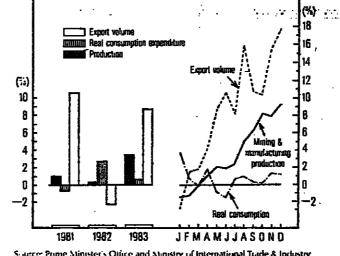
materials lackluster at best. Production as a whole is expected to maintain its current uptrend in the months ahead.

Exports dependent on U.S.

Exports continue to boom. The seasonally adjusted customs statistics for January recorded an increase of 1.9 per cent in dollar value and 3.7 per cent in volume from the preceding month. Compared with the year-earlier level, the increase was 10.6 per cent and

the end of January through London Branch: 4th Floor, P&O Bidg., Leadenhall Street, London EC3V 4PA, England Tel. 01-283-0929 Subsidiary in London: Dai-Ichi Kangyo International Ltd., Garden House, 18 Finsbury Circus, London EC2M 7BP, England Tel. (01) 920-0181 Associated Companies in London: Associated Japanese Bank (International) Ltd., European Brazilian Bank Ltd., International Mexican Bank Ltd.

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Japan's Major Economic Indicators for 1983

Source: Prime Minister's Office and Ministry of International Trade & Industry

11.5 per cent, respectively. By market, exports to the United States rose particularly sharply. 34.8 per cent in dolla value over a year ago. The country accounted for 90 8 per cent of the increase in Japan's exports during the month, up from the comparable percentage of 80.1 per cent for 1983.

By commodity, office equipsemiconductors and other electronics products and videotape recorders increased sharply following the same trend as last year.

Still sluggish personal

demand In domestic demand, personal consumption showed some signs of recovery in January. For one thing, the year-to-year gain of the monthly average of the outstanding balance of the Bank of Japan notes issued broadened from 3.6 per cent in November to 3.8 per cent in December and to 39 per cent in January. Likewise, growth of sales at large-scale retail outlets (Supermarkets and department stores) accelerated from an increase of 3.1 per cent in December to 47 per cent in January, but this is considered to have reflected a temporary rise in sales of heating equipment and clothing in the midst of heavy snowfall and exceptionally cold weather.

Consumption still lacks convincing vigor, and a change in the trend, if any, is expected to come after the spring wage settlements, which are bound to

have significant bearings on the level of consumption in the months ahead.

Housing also continues to be generally depressed. After temporarily recording a yearto-year increase of 6.9 per cent. in December, housing starts dipped again in January, by By contrast, plant and equip-

ment expenditures appear to be

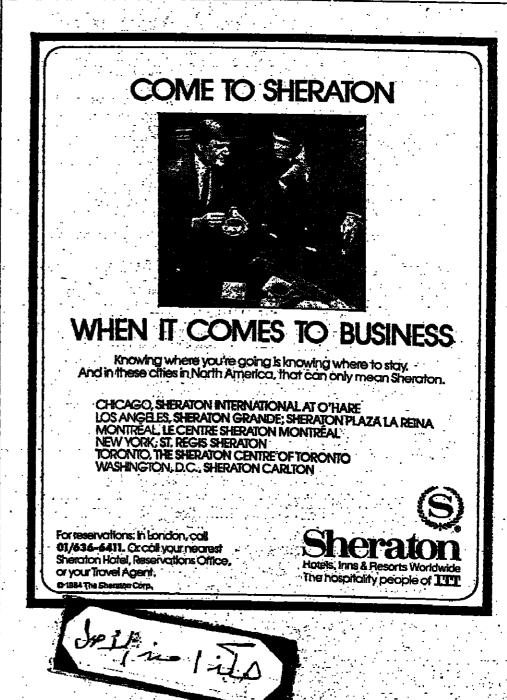
steadily strengthening. Shipment of capital goods in January showed a strong gain of 2.2 per cent after seasonal adjustment from the preceding month, while the Economic Planning Agency's survey of corporate capital investment (conducted in December 1983) revealed that capital spending planned for the first three months of this year exceeds the preceding quarter's level in both the manufacturing and non-manufacturing sectors. The Bank of Japan's short-term business outlook survey also noted widespread moves among smaller enterprises to revise capital investment programs upward. A rise of operating rates and improvement of corporate profits are. also likely to add to the gain in capital investment in the

With consumer demand unlikely to make any quick recovery and help from government spending almost ruled out, business recovery for the time being will be led by expanding exports and re-covering business invest-

Talk it over with DKB. The international bank that listens.



The next DKB monthly report will appear May 24.



BY JAMES BUCHAN IN BONN

MORE THAN 100,000 West splendid weather, though lower Germans took part in demonstrations over the Easter holi-peak of the campaign against the strength of the campaign indicates the campaign indicates the strength of the campaign indicates the campaign indicates the campaign indicates the strength of the campaign indicates the day to protest against the deployment last autumn, indi-deployment of U.S. nuclear cates that the peace movement missiles in the country.

Warning shots were fired by a guard at the U.S. missile base at Mutlangen, in south-west Germany, in the most serious confrontation so far between U.S. servicemen and the West German peace movement.

Three rounds were fired into the air after four demonstra-tors attempted to cut through the inner perimeter fence to the base, where a first batch of nine Pershing 2 ballistic missiles was stationed last November. The four and some 30 other demonstrators were temporarily held by West German police.

The high turnout in the arily held.

is still a body of opinion to be

against unemployment and for the introduction of a 35-hour

serious incidents occurred at Garlstedt, north of Bremen, and tear gas to clear demon-strators blocking access to a U.S. tank base on Thursday and Friday, At least six people were injured and 160 tempor-

anti-cruise demonstration

BY WALTER ELLIS IN AMSTERDAM

in the far south of the country, feel the pressure and in a week which has been selected as the site for cruise deployment in the Netherlands. But all they did was to roll Easter eggs down a gentle slope watched by several score of their fellows.

intended consignment of 48 dilemma.

reckoned with Many demonstrators, notably in the Ruhr industrial area,

placards protesting week, which looks set to be fought out through strike action by the country's largest union. IG Metall, in May.

Except at Mutlangen, the only where police used water cannon

> Italian Foreign Minister Mr.
> Giulio Andreotti held talks in
> Moscow with Mr. Andrei
> Gromyko, the Soviet Foreign Minister, vesterday,

SOLDIERS PARADE IN BRASILIA

Brazil deadlock over direct elections

cial bank creditors that it will consider this year's economic

balance of payments deficit this

board was postponed earlier IMF, this month following the resign- Ba

HERR Hans Dietrich Gen-scher, the West German Foreign Minister, yesterday welcomed the "constructive basic tone" of the Warsaw Pact declaration issued in Budapest at the weekend after a meeting of the Alliance's foreign ministers. Alliance's foreign ministers. Herr Genscher said the Warsaw Pact had explicitly Warsaw Pact had explicitly picked up a signal given last December by Nato's declaration in Brussels. He said that the Budapest communiqué's view that all problems could be solved by negotiations was shared by the Bonn Government, as was the Pact statement that "no chance should remain untested in order to return to the path of negotiations." to the Left when the premises of two Communist weeklies were attacked on Sunday.

Last week President Joao
Figueiredo warned politicians IMF set to review Chile plan

The Warsaw Pact declara-tion also called for an end to the deployment of medium range U.S. missiles in Western Europe. But this demand, followed a number of concilironowed a number of concli-atory sounding offers in the Budapest communique. The foreign ministers said they were convinced there was no issue which "could not be solved by negotiations."

Warsaw Pact

declaration

welcomed

By Leslie Colitt in Berlin

ON THE EVE of tomorrow's of "the dangers of another crucial vote in Congress to restore direct general elections to Brazil this year, the prospect tary coup d'etat that year.

of either a negotiated solution to the epresent political impasse or the threat of a military crackdown both hung in the air.

Meanwhile, a small group of influential state governors from both sides of the political divide have come forward with A rare military parade soldiers of the Regional Command was held last night, implicitly backing up a warning to the Left when the premises of two Commands. a new compromise proposal which could form a credible basis for negotiation.

make further drawings on the \$875m loan facilty agreed las;

The five state governors, who organisation, responsible for the met over the weekend in the historic city of Ouro Verde in Minas Gerais state, were Srs Franco, Montoro, Tancredo Neves and Jose Richa from the opposition Partido do Movi-mento Democratico Brasiliero, and Sr Roberto Magalhaes and Sr Espiridiao Amin of the officially-backed Partido Demo-

This would give the next president, due to take over in March, an interim mandate of two years. He would be in charge of organising direct elections in 1986.

officially-backed Partido Democratico Social.

Their initiative stands a reasonable chance of success. But it is unlikely to be welcomed openly by either the Pro-Direct Elections umbrella Pro-Direct Elections umbrella

opposition's concerted campaign of the past three months, or by the hardliners around President Figueiredo. General Octavio Medeiros, the

national intelligence chief, per-haps the most influential voice in the presidency, said over the weekend that the minimum presidential mandate should be five years, with no direct elec-tions in Brazil before 1989. This conflicts openly with the Government's proposed con-

stitutional amendment, sent to Congress last week,

denies bribe allegation SECHTEL, the U.S. construc-

Bechtel

tion company, denied yesterday allegations that it had paid large amounts to South Korean officials between 1978 and 1980 to win nuclear plant contracts, Reuter reports from Seoul.

Mr John Robb, vice-president of Bechtel International based in Seoul, described the allega-tions as extremely serious.

"Bechtel's policy regarding ethical business conduct is very clear and prohibits any illegal payments to anyone, This policy is vigorously and criming.

is vigorously and strictly enforced," he said
Stewart Fleming adds from Washington: The U.S. Justice Department is believed to be investigating allegations that a Becktel employee bribed board. Bechtel employee bribed South Korean officials between 1978 and 1980, possibly violating the foreign corrupt practices Act. The allegations were made by the West Coast magazine "Mother Jones"

Justice Department officials denied that the actions of either Mr George Shultz, Secretary of State, or Mr Caspar Weinberger, Secretary of Defence, were part of the investigation. Both Mr Shultz and Mr Wein-berger were employees of Bechtel at the time

The published reports making the allegations against Bechtel contained no suggestions that either Mr Shultz or Mr Wein-berger knew about the alleged violations of U.S. law.

MINITURE ANTOINE CHARAMONIO SO CHARAMONIO SO PINTONO SO CONTINUO SO CONTINUO SO CONTINUO CONT

Easter eggs roll in Dutch

ANTI-CRUISE missile demon- a "No" vote could bring down strations in the Netherlands the 18-month-old centre-right passed off quietly over the coalition of Christian Demo-Easter weekend. The peace crats and Liberals, movement's momentum has yet Mr Ed Nijpels, the Liberal movement's momentum has yet Mr Ed Nijpels, the Liberal to build and much larger pro- leader, heads the only large

The number of Dutch was an absolute non-starter. soldiers stationed at Woensdrecht was increased sharply that between nine and

taken until June. The issue needed to take a decision and remains extremely divisive, and take it quickly.

tests are planned for later in Dutch party which is whole the year.

Dutch party which is whole heartedly committed to cruise. Yesterday, three demonstrations are the Christian Democration tors managed to cut their way badly split and most of the opposition is against. But even the relief of the relief to the bouring country in peacetime, Mr Nijpels said he was aware

drecht was increased sharply that between nine and 14 last month following an earlier Christian Democrat MPs were protest. opposed to deployment. They A final decision on whether would, however, have to look the Netherlands will accept its for some other way out of their

SYSTEMS

FOLDING MAILING SYST

De Lorean juggles with drug and bankruptcy trials

BY LOUISE KEHOE IN SAN FRANCISCO

into the depths of the narcotics. underworld" to save his sports-car company. Mr De Lorean appeared to have his mind on other matters.

Despite the gravity of the charges against him, Mr De Lorean's immediate concerns were to do with money. Bankruptcy court hearings for De Lorean Motors in Detroit threaten to cut off funds that Mr De Lorean says he needs to pay his high-priced defence

De Lorean already owes his lawyers \$300,000 (£214,000) and a scheme to sign over his San Diego estate, worth about \$2.5m, Diego estate, worth about \$2.5m, to pay for their services has been stymied by a bankruptcy court ruling. In Detroit, Mr De Lorean has been accused by the bankruptcy court judge of co-mingling corporate funds (of the De Lorean Motor Company) with his paragraph funds.

with his personal funds. During breaks in the Los Angeles trial Mr De Lorean

MR JOHN DE LOREAN'S trial finances next month. Now the on drug trafficking charges got judges in Detroit and Los under way in Los Angles last Angeles must decide which case week, but as prosecutors takes precedence—the bank-accused him of "reaching down ruptey or the criminal trial. For the moment, however, Mr De Loreau is planning to spend the next six to eight weeks at his Los Angeles trial. Opening statements in the trial painted him variously as "a man whose dream turned into a nightmare, nightmare of failure, drugs, jail and disgrace"-according to the prosecutor-or as a victim of the relentless efforts of a group of bloodthirsty under-cover FBI agents who were "out to get him" as his defenders

> The jury heard excerpts from recorded telephone conversa-tions between Mr De Lorean and an undercover FBI agent. In the first tape, Mr De Lorean is apparently trying to persuade the agent—who plays the part of a crooked banker—to cancel

Curiously, in a conversation said to have taken place the following day, Mr De Lorean agrees to provide collateral to finance the purchase of heroin and cocaine.

Angeles trial Mr De Lorean rushed to phone Detroit and tried to set up a conference call between his lawyers, the judge in Los Angeles and the bankrupter court judge in Detroit.

Mr De Lorean has been subpoensed to appear before a Grand Jury in Detroit to answer questions about his company's and cocaine.

Mr De Lorean's lawyers have alleged that the undercover agents framed their client and Mr De Lorean alleges that Mr James T. Hoffman, chief prosecution witness and a convicted drugs dealer, threatened the lives of the De Lorean's two children if he backed out of the drug deal.

BY PETER MONTAGNON, EUROMARKETS CORRESPONDENT

programme for formal approval
note they have committed the
bulk of the \$780m (£550m) loan
Chile is seeking to cover its
however, that Sr Luis Escobar,

however, that Sr Luis Escobar, the new Economy Minister, has

confirmed his commitment to the measures set out in this Consideration of the pro-gramme by the IMF's executive year's letter of intent to the this month following the resignation of Sr Carlos Caceres as IMF will formally approve measuring the finance Minister. Executive Chile's programme early next mitting board approval of the promonth. Creditor banks have Board.

THE International Monetary gramme is needed for Chile to been asked to reply to Chile's Fund has told Chile's commer-make further drawings on the loan request by April 27, and it is understood that the loan has to be 90 per cent covered before

year. to be 90 per cent covered before In a telex to the banks Mr the programme goes to the IMF board.

♠ Approval of Peru's IMF programme has also been delayed by the resignation of Sr Carlos Rodriguez-Pastor as Finance Minister. The IMF has said it will consider the programme, but it is waiting for Peru to start implementing the measures it contains before substart implementing the measures it contains before submitting it to the Executive

Argentine trial to hear publisher

Sr Jacobo Timerman, a former newspaper publisher, said yesterday he would testify before the supreme military tribunal this week in the human rights case against Argentina's former military leaders, Reuter reports from Buenos Aires.

Sr Timerman was held for more than two years, between 1977 and 1979, by Argentina's military government without being formally charged. In a book he wrote about the experience. Sr Timerman told of torture he suffered in prison implicated high-ranking

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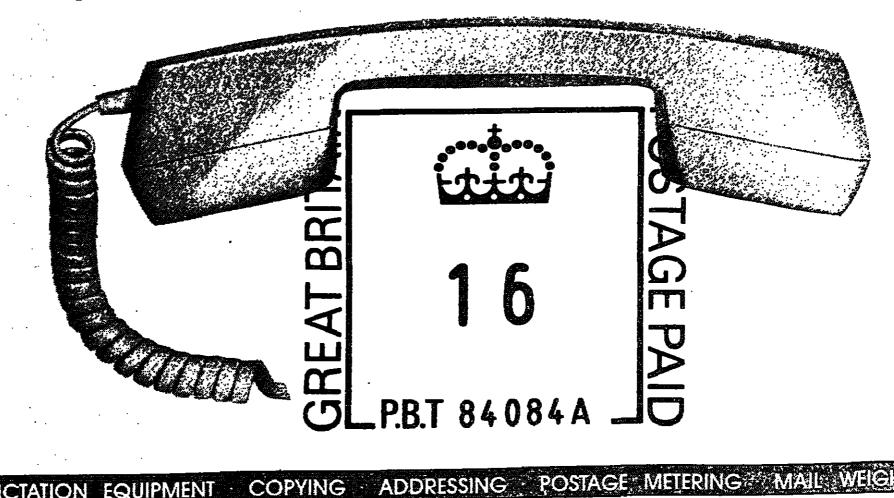
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NOTICE



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FLOATING RATE NOTES DUE 1987

In accordance with the provision of the Notes, notice is hereby given that for the six-month interest period from 23rd April, 1984, to 23rd October, 1984, the Notes will carry an interest rate of 111 per cent per annum and the Coupon amount per US\$5,000 will be US\$292,29. Interest payment date is 23rd October, 1984.

AGENT BANK

Three new European satellites planned

By Peter Marsh

EUTELSAT, the international organisation that operates communications satellites for Western Europe, is to invite tenders for a new series of space vehicles.

The Paris-based body which administers satellites on behalf of state-owned telecommunications agencies, will issue a formal request for the new hardware by the end of the

year.

Eutelsat wants three more satellites costing about \$200m to be built to supplement the five space vehicles which it has already ordered.

British Aerospace is building the first five satellites, called the ECS series. One is already in orbit, with a second due to enter space in August aboard Western Europe's Ariane rocket. Two more will take up position in the heavens by 1988, while the remaining vehicle will

act as a spare. The new vehicles, to be called the ECS-A generation, will re-place the satellites in the current series after they have worn out. The ECS-A craft will have a higher capacity.

They will channel TV and telecommunications signals using up to 16 transponders— devices that receive and retransmit radio waves—compared with nine on the current craft. Eutelsat says it will place contracts for the new satellites

Howe optimism on Korea trade

SIR GEOFFREY HOWE, the UK Foreign Secretary, yesterday stressed the importance of expanded trade links with South Korea during his four-day visit to the country, Ann Charters writes from Seoul.

He is understood to have told South Korea that the UK would like imports of six products liberalised, including whisky, gin and high quality clothing. Sir Geoffrey said he had emphasised the expansion of joint ventures between British and Korean companies in their own countries and in third nations. He was optimistic that the imbalance in bilateral trade, worth \$1.5bn last year but running two to one in South Korea's favour, would be

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Strong rise in Italian machine tool orders

By James Suxton in Rome

FOREIGN orders for Italian machine tools rose almost 79 per cent in the first quarter of this year compared with the same period of 1983. The rise confirms the trend in orders which began with the last quarter of 1983.

No figures for the size of the export orders were given by Ucimu, the Italian machine tool makers' association. Last year Italy exported L856bn (£372m) worth of machine 1001s. against imports of L250bn. It is the fourth largest machine tool exporter, after Japan, West Germany and the U.S.

and the U.S.

Though gratified by the evidence of the upturn which the figures show, Ucimu points out that in real terms foreign orders are still running 25 per cent below their 1980 level.

Domestic orders for the industry were up by 49 per cent in the first quarter, making a total rise in the industry's orders of 61 per cent. The rise in domestic orders is partly due to a law temporarily favouring com-panies which invest in new machine tools.

• EXPORTS of Scotch whisky

to Italy, worth about £50m last year, have received an important boost with the important boost with the Rome government's decision to cut the rate of value added tax on spirits. Vat on whisky, gin and other imported spirits has been cut from 38 to 30 per cent, and will go down to 20 per cent on January 1 1986. This final cut will being it into line with will bring it into line with Italian-made brandy and other

The Italian government lowered the tax in response to a European Court judgment which ruled that the differenwhich ruled that the differential in Vat rates discriminated against imports. Under the same judgment, Mr Nigel Lawson, the British Chancellor, lowered the duty on wine and raised it on beer in his March budget.

The government's move has aroused protests from Italian wine producers. The

Italian wine producers. The Government has also raised the Vat rate on sparkling wine from 20 to 30 per cent and will lift it to 38 per cent in January 1986, bringing it into line with French Champagne.

MITED OPENS

UK benefits from Peking coal plans | High losses forecast

BY MAURICE SAMUELSON

THE Chinese Government has \$300m. told British Companies it wants nem to establish jointly owned factories to make sophisticated coal mining equipment and other machinery for use in its expanding coal industry.

Gao Yangwen, China's Coal Industry Minister, last week led a group of officials on a 12-day visit to London during which they signed a string of agr, ments with Shell, the National elsewhere in the complex, out-Coal Board and UK mining put from which is to be raised equipment suppliers.

Shell agreed to conduct a at Yanzhou in Shandong pro- turers.

\$300m. If the mine is developed, Shell will purchase half of its 4m tonnes a year output.

The National Coal Board was invited to study the extension and reconstruction of a mine in the Kailuan mining complex in Hebel province, north-east of Peking. Although concentrating initially on one mine, the agreement anticipates co-operation from 20m tonnes a year to 35m tonnes. This extension could feasibility study on the develop- open further export opportunities for UK private manufac-

discussed joint production in China of British-designed roof supports and coal shearers. It already has outline agree-ments with Anderson Strathclyde, British Jeffery Diamonds, and Gullick Dobson, Dowty Mining Internation is also expected to agree to joint production of roof supports in

The Chinese had discussions about coal gastification with a number of UK concerns, including the British Gas Corporation, Davy McKee, Humphries and Glasgow and Babcock International. These companies will shortly start to test samples of

Gao, who was in London as a guest of Mr Peter Walker, the part of his country's programme for doubling coal output to 12bn tonnes a year by the end of the century, it was now spending several hundred million dollars a year on imported equipment.

To save foreign currency China prefers to establish joint manufacturing units. "Our market is immense and the pros-pects are bright," Gao said. He added that British equipment compared well with Japanese, West German and American products, but that it could be "much more competitively priced."

on West German export credit cover

get payments from abroad.

Although that shortfall was less than feared, it was a sharp turnaround from the surplus of DM 34m made in 1982. More

contribution in terms of both technological capability and management techniques." which is largely owned by Munich Re-Insurance and the closely related Allianz Insurance. It normally covers just under 10 per cent of West Germany's exports, mainly to developing countries.

> performance have not yet been that the bulk of compensation to exporters amounted to DM 1.4bn for payments they failed to receive because of "political factors," including currency difficulties.

WEST GERMANY is expecting brought in by way of premiums a deficit of about DM 1bm from exporters totalled only (£266m) a year in its export DM 569m, about 15 per cent less credit insurance scheme for the than in 1982. The net deficit next four years. The scheme of DM 730m is regarded as relanatively favourable however, as last year, as exporters sought officials had feared a deficit of compensation after failing to per payments from abroad. Federal Government's finances at a time when k is trying to reduce borrowing.

In the coming years. Hermes is likely to suffer the impact of the debt problems in Brazil and Mexico. The federal Government recently raised fees for Hermes insurance cover by an West Germany's export credit average of 40 per cent to try to insurance scheme is operated on help meet the larger deficits. behalf of the Bonn Government The increase was due to come through a company. Hermes, into effect last October but exporters won a reprieve of six

Hermes' financial problems are viewed with mixed feelings in West Germany. There are strong views that export credit eveloping countries. insurance should operate
Although details of last year's according to free market principles, rather than be sub-sidised, but some exporters argue that the scheme should be seen in the long term, as Hermes has made profits for the Government for about 30 years. They also argue that the deficits may be offset by the eventual Pressure on Hermes' finances recovery of outstanding debts was worse because the money from abroad.

U.S. and China in electronics joint venture than last the compensation paid last year covered business with Poland and a quarter business with Nicoria

HEWLETT-Packard (HP), the U.S. computer and electronics products group, plans to set up a joint venture company with the China Electronics Import and Export Corp (CEIEC) to sell and support HP products in China and manufacture some

mentation equipment. The new company, called China-Hewlett-Packard will be a 50/50 joint venture. Final agreement on the joint venture is subject to U.S. and Chinese government approval. CEIEC is a Peking-based foreign trade organisation within the Chinese government's Ministry of Elec-

tronics Industry.
Under the terms of the agreement, HP will set up a head-quarters for the new company quarters for the new company Mr John Young, president and in Peking with a factory to chief executive of the U.S.

TOSHIBA of Japan has reached agreement with the IC chip, while Toshiba will produce and market the chips worldwide under its own brand. AM programmes are currently broadcast only in the U.S. and mainly received on car radios, but Toshiba expects increasing interest in the system because it can transmit over longer distances than FM steree. U.S. company Motorola to produce special integrated circuit chips used as key com-ponents for AM (amplitude modulation) stereo broad-casting receivers, AP-DJ reports from Tokyo. Motorola will provide Toshiba with technical data on its patented

follow. The joint venture will initially manufacture selected products from HP's current line of computers and electronic instruments, to be sold pri-marily in China. Development of future products by the concern is also planned.

company which had sales last year of \$4.7bn (£3.4bn), said: "Our company has been developing a long-term business relationship with China since the early 1970s. We are very supportive of the development of the destronics industry in the early 1970s. We are very is expected in a few months, supportive of the development of the electronics industry in China and believe this joint Shen Zhen economic zone close venture agreement can make a to Hong Kong.

Frankfurt: A West German brewery is planning to produce beer in China in a DM 50m (£13m) joint venture with the Chinese. Paulaner - Salvator Thomasbrau, a major brewer in Munich, envisages a plant to brew 300,000 hectolitres of beer

John Davies adds from

China and half for export via Hong Rong.

A final contract with the Shen Zhen Foodstuff and Beverage Industrial Corporation

WORLD ECONOMIC INDICATORS

~ 		, UNEMPL	OYMENT		
- 11 and		Mar. '84	Feb. '84	Jan. '84	. Mar. '83
UK	000s	. 3,143	3,186	3,200	3,172
	% -	13.2	. 13.4	13.4	13.6
U.S.	900s	8,772	8,807	9.026	1 1,419
	%	7.8	7.8	8.8	10.3
		Feb. '84	Jan. '84	Dec. '83	Feb. '83
W. German	y . 600s	2,537	2,539	2,349	2,536
100	%	9.4	9.4	8.1	9.6
e France	000s	2,258	2.252	2,227	2,060
- 1 .	%	9.9	9.9	9.8	9.2
n Netherland	000s	257 .	863	856	779
Q-	~ %	15.3	15.4	15.3	14.5
h Italy	_ 000s	2,972	2,960	2,830	2,702
K-	- %	13.1	13.1	12.5	12.0
Belgium	. 000s	589	602 ·	. 606	574
0	%	. 144 .	14.7	14.8	14.1
e		Jan. 184	Dec. '83	Nov. '83	Jan. '83
g japan	C00s .	1,485	1,430	1,520	1,600

Japanese-Saudi venture wins UAE bridge deal

BY KATHY EVANS IN DUBAL

A SAUDI-JAPANESE joint-venture has won the contract of \$287.1m, assumed an advance to build an eight-mile long payment of 5 per cent. bridge linking Abu Dhabi city with Saadiyat Island. The joint in the Gulf region, advance payventure is composed of the Bin ments of 25 per cent were Ladin Organisation, based in normal Now, international and Jeddah, and Shimizu Construc-

tion of Japan.
The group won the contract against blds from consortia from Germany, Sweden, South Korea and France. The winning bid came in two forms. The first

local companies are deemed

hungry for work
Their withdrawal has made many international contractors hesitant to bid for major con-tracts in Abu Dhabi. A spokesprice of \$289.8m was based on commented: "Only certain conno advance payment during tractors can bear the financial construction being provided by the Abu Dhabi Planning Depart-payment."

Missile attack fails to lift Gulf tanker rates

FINANCIAL TIMES REPORTER

GULF tanker rates have rates, but smaller bulkers ar remained stable following the slowly improving. The main latest missile attack on a grain trades have been contanker, but a number of deals spicuous by their absence with are being concluded privately. In Gulf-Europe or Japan fix Of those fixings reported in the Gulf area, Shell concluded one for a 396,000 ton ship to Southeast Asia at Worldscale 27, and another for a 240,000 ton tanker to the UK at the same rate. On smaller ships, a 120,000 ton vessel was fixed for Rotterdam at Worldscale

Galbraith's believes some 35 large tankers are in position in the Gulf so it is difficult to envisage any strong upward rate movement.

The most active region has been the Mediterranean where 30 or more deals were done last week. Exxon paid Worldscale 67.5 to move 80,000 tons across Eagle took a 75,000-ton tanker with a 58,000-ton cargo from Arzew to Quebec at Worldscale

In the bulk trades, the larger ounage continues to get the best

tures reported. Time charter activity has also been in the big sizes though the Russians are said to be looking

for early charters in the

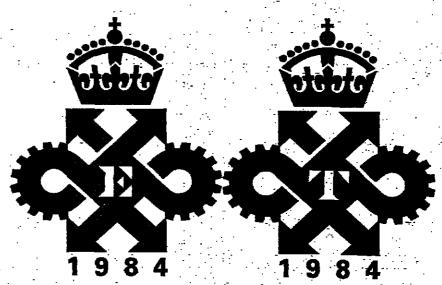
We would like to congratulate our staff throughout the world and also thank our many customers for making this Award possible.



2.7 2.6 Source (except U.S., U.K., Jepan): Eurostat

British Aerospace

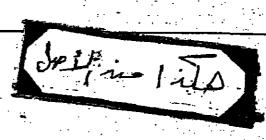
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UK TRADE FAIRS AND **EXHIBITIONS**

May 1-3
All Electronics ECIF Show (0799 26699)

Barbican
May 1-3

May 15-17

Micrographics 84 Exhibition and Conferences (Godalming (04865))

Bloomsbury Crest Hotel, WCI May 1-3
Fibre Optics Exhibition and
Conference (0738 26699)
Whitbread Portern Tun Rooms

Bloomsbury Crest motel, www.
May 15-17
DEC User Show (01-837 3699)
Canard International Hotel, W6

International Air Cargo Exhi-bition and Conference (St May 21-25 Albans (0727) 68633)

Business to B (01-729 0677) May 21-25 International J Manchester

May 20-23
Business to Business Exhibition International Fire Safety Confer-

Manchester
May 2-Oct 21
International Garden Festival (051-236 6090)
May 9-11
Southern Aids for the Disabled Exhibition and Conference (Tunbridge Wells (0892) 44027)
Brighton
May 13-15
British Craft Trade Fair (0282 65912)

Manchester
International Fire Safety Conference and Exhibition (01-248 4477)
May 22-24
Riba computer exhibition and conference (01-637 8991)
Bleomsbury Crest Hotel
May 22-25
Chelsea Flower Show (01-834 4333)
Royal Hospital, SW3
May 13-15
British Craft Trade Fair (0282 Flower Fair (01-940 6065)
Trade Fair (01-940 6065)

OVERSEAS TRADE FAIRS April 24-27

Food and Hotel Asia (01-486 1951) Singapore April 39-May 4

Direct Marketing Symposium and Exhibition (01/69 48 20)

Montreux

May 29-27

International Aerospace Exhibition (01-651 2191)

May 29-25

May 5-9

May 5-9

Asian International Electronic Communications Exhibition and

Asian Automotive and Accessories Exhibition (Guildford Robots 8 Exposition and Conference) (313) 271-1080 Detroit

May 10-16
International Packaging Exhibition and Display of Confectionery Machinery — INTER-PACK (01-493 3893) Dusseldorf

Systems Components and Comference — COMMUNICASIA

Building Sector Exhibition (01486 1951)

May 10-13

Assan International Electronic Communications Exhibition and Communications Exhibition and Components and Conference (Georgia 30341)

Assan International Electronic Communications Exhibition and Communications Exhibition and Conference (Georgia 30341)

BUSINESS CONFERENCES

April 25-27
Insig: Banks and computers (1)
763.07.24
Paris
April 26-28
Progress
Foundation / These

May 3-4
FT/The Banker: World gold Longman Seminars/International Media Law: the media and the law (01-242 2548)
Hong Kong May 22

Banker: World gold Longman Seminars/International Media Law: the media and the law (01-242 2548)
Barbican May 22

Longman Seminars: The electronic banking revolution—legal and security problems (01-242 2548)

Barbican

May 10 IWP: Electronic mail in practice (01-242 8697) Cavendish Conference Centre

Longman Seminars: The Lloyd's
Act (01-242 2548) Barbican
May 13-14 FT Confere Meed: Law and business in the UAE (01-404 5513) -Abu Dhabi

April 26-28
Progress Foundation / IMF:
Money—a search for common ground ((091) 68 92 69)
Lugano, Switzerland

1284)
Waldorf Hotel, WCZ
May 16
Institute of Marketing: Marketing for profit (Bourne End (06285) 24922) May 3
Institute of Directors: New legislative threats to directors (01-388 1811)
Café Royal, W1

May 2.4

Royal Lancaster Hotel, W2
May 16
Institution of Taxation: Finance Bill 1984 (01-235 3847)
InterContinental Hotel, W1

> International Reports/FT: Sove-reign debt and the banks ((212) 477 0003) New York May 22 ESC: USM, listing or private placing? (Uppingham (0572) 822711) Piccadilly Hotel, W1 May 22-24

> Royal Institute of Navigation: Global civil satellite navigation Global Civil Saterille Annual Systems (01-589 5021)
> Novotel, W6 FT Conference: Sitey—World FT motor conference (01-621 1355)

Geneva Anyone wishing to attend any of the above events is advised to telephone the organisers to ensure that there has been no change in the details published.

NOTICE IS HEREBY GIVEN that, in accordance with Article 29 of the Statutes, the ANNUAL GENERAL MEETING of Shareholders will be held on WEDNES-DAY, the 23rd MAY 1984, in THE VINTNERS' HALL. 68} UPPER THAMES STREET, LONDON EC4 at 11 a.m. to receive a Report from the Committee with the Accounts for the year ended 31st December 1983; to propose a Dividend; to elect definitively a Member of the Committee in accordance with Article 16 of the Statutes; and to elect Members of the Committee.

By Article 27 of the Statutes the General Meeting is composed of holders, whether in person or by proxy or both together, of at least thirty shares, who, to be entitled to take part in the Meeting, must deposit their shares and, as may be necessary, their proxies at the Head Office of the Company in Istanbul or at any of the branches, or in London at Dunster House, 3rd floor, 37 Mincing Lane, EC3R 7DN or in Paris at 7 rue Meyerbeer, 75009, at least ten days before the date fixed for the Meeting.

The Report of the Committee and the Accounts which will be presented to the General Meeting are available to the Shareholders at the Head Office in Istanbul and at the offices in London and Paris.

> T. R. STEPHENS Secretary to the Committee

24th April 1984



UK NEWS

Tories face an all-party attack over Libya affair

BY MARGARET VAN HATTEM

of parliament, when sittings resume tomorrow, to explain why the Libyan People's Bureau was permitted to first an embassy, particularly after Libyan "students" took control of it in February.

It can also expect strong attacks from Conservative right wingers who are outraged that the killers of Woman Police Constable Yvonne Fletcher are to go free.

This follows Monday's decision to break off diplomatic links with Libtres.

Tible Total Total State of the Company of the Company

ya, to expel from Britain by next Sunday the estimated 20 to 30 Libyans still inside the besieged bureau, and to withdraw all British diplomats from Libya by the same date.

Libyan spokesmen inside the bu
(Foreign Ministry) on Sunday ac-

THE BRITISH Government will reau confirmed yesterday that they come under pressure from all sides were making arrangements to encouraging attempts by Middle 15 Travel around in due were making arrangements to leave, but they said they did not in-Eastern groups to storm the Peotend to do so until a few hours beple's Bureau in St James Square on fore their deadline next Sunday. April 17, in order to create a pretext Italy is expected to take over the for severing relations "in obedience role of representing British inter-

to Zionist and American pressure." ests in Libya. Italian Foreign Minis-But the communique added that while it condemned the British Govtry officials yesterday confirmed reports of British approaches on the matter, still unconfirmed by the ernment, it had no quarrel with the British people, particularly those living in Libya, who could be as-British Foreign Office, and promised a statement if agreement was sured of security and protection. reached between the three coun-

Mr Leon Brittan, the Home Secretary, confirmed after Monday's decision that Britain would honour Libya, meanwhile, has assured the estimated 8,000 Britons living the Vienna Convention on diplomat there that they will be safe. A ic immunity, and said the diplomat strongly-worded communiqué issuic bags brought out of the bureau ed by the Foreign Liaison Bureau

Union plans 'no-strikes offer'

which all but rule out industrial dis- ganisation for the 21st century."

The Electrical, Electronic, Telec- push in Scotland where a large ommunications and Plumbing number of electronics companies
Union, which has 380,000 members, have set up or expanded plants

The message of the video will be that unionisation of workers by the

ONE OF Britain's major trade at Plymouth, Sanyo at Lowestoft unions will shortly present a strategy to offer employers agreements core of a new strategy "for union orof Toshiba Plymouth and Mr Roy The union is to make an initial

sees "no disruption" agreements of usually without unions. union alone benefithe type it has pioneered at Toshiba It is to send to 200 high technolo-

Sanderson, the union's national officer who has pioneered the agree-

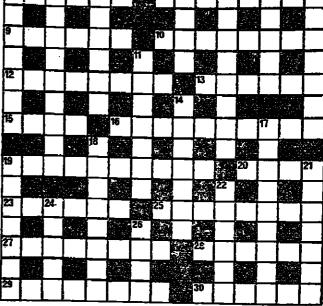
union alone benefits both workers

F.T. CROSSWORD

ACROSS

- 1 She plays a Shakespearian part for the network (6)
- 4 To reverse excessively in a dance is stilly (3) 9 The boss gets one to ring
- the work-room (6) 10 Supporter has backing of
- fifty down below (8) 12 I acted in variety show (8)
- 15 Travel around in droves (4) 16 Absconder gives advice on
- 19 The shooting of an unknown person? (6, 4) 20 Hit back gamely (4)
- 23 Politician caught in curming habit of a mun (6) 25 Announced a number have cleared out (8)
- 27 Model may be a girl in love 28 Get rid of a spindle, per-
- haps, that hasn't a central point (6) 29 Dunces move fast when the principal comes in (3-5)
- 30 Guest who finishes the course? (6) DOWN
- 1 Dismiss someone taking money (7)
- 2 Legally under constraint to

PUZZLE No. 5,399



- jump across (5, 4)
- 5 Instrument has nothing in 19 Short of shot-guns (4-3)
- order (4) Learnt to become going (8)
- statesman (5)
- 8 Clothing grant that's new, put me in for it (7)
- 11 A permit held by the sportsman (7)
- 17 A mundane subject (9) 3 Show girl goes round in 100 18 The worst type of under-(6) ground heating (44)
 - 21 Not a straight musician? (7)
- easy- 22 Record turnover is not commonly a cause of it (6) 7 Article I have written about 24 Possibly omits when wet (5)
 - 26 A bit of a wag, even a joker maybe (4)

The solution to last Saturday's 14 She is in a bad environment with names of winners next and looking shamefaced (7) Saturday.

WORLD VALUE OF THE DOLLAR

every Friday in the Financial Times

Part of having a good time is arriving on time.





the process of detection and prose-

ted by the exigencies of national se-

curity.

This may have been due to the

fact that the defendants once un-

masked had no more secrets to re-

veal, and presented no further use

arm of the law for their traitorous

conduct the problems of putting

them on trial might have been ex-

posed earlier. Others, like Anthony

Blunt, were able to buy immunity

from prosecution by offering to re-

veal secrets that assisted the secur-

minal offences.

TUC advocates legal safeguard for investors

THE TRADES Union Congress (TUC) calls today for the establishment of a new statutory commisover City of London institutions.

In one of the first published responses to the recent report on inestor protection by Professor Jim Gower, the TUC argues that the is needed to safeguard individuals system of self-regulation suggested in the report would be "ineffective

Comments on the report, which was commissioned by the Depart-ment of Trade and Industry, have to tory commission is needed to enbe submitted by April 30. Although no-one in the City of London is likely to go as far as the TUC in its criticism, the report has drawn a decidely mixed response from the fi-

Among the organisations expected to deliver their verdict in the next few days are the National Association of Pension Funds (NAPF) and the Council for the Securities Industry (CSI).

financially orientated" evening

newspaper in the London region

this autumn if he wins agreement

to buy the Observer newspaper

from Lonrho, the Pan-African trad-

ing group run by Roland "Tiny"

Mr Rowland is due to meet Mr

Maxwell for breakfast tomorrow at

Claridges - the London hotel which

rho agreed to buy the Observer

Houses Committee, the merchant banks' trade association, has agreed to explore the idea of joining sion to protect the interests of in-vestors and ensure effective control the British Bankers Association, along the lines proposed by Prof

> In its comments, the TUC says that a new Investor Protection Act and institutions from fraud and lieves that the legislation favoured by Prof Gower would only partly force regulation.

charged with overseeing the Investor Protection Act and with supervising, other statutory and nonstatutory controls on the investment industry, and should be ac-

countable to parliament.

The TUC further calls for compul-

Maxwell in bid for Observer

Lonrho is contemplating the sale

of one of Britain's leading Sunday

newspapers after a disagreement

which stemmed from recent cover-

age by the Observer's editor, Mr

Donald Trelford, of alleged atroci-

ties by Zimbabwean troops in the

Matabeleland region of that coun-

ests throughout Africa and main-

tains close contacts with Mr Robert

Mugabe, Zimbabwe's Prime Minis-

that the degree of self-regulation would be inadequate. Authority should instead be vested in the Occupational Pensions Board. This would set minimum standards for

both funding and investment policy. The TUC also urges the introduc tion of statutory registration of life assurance brokers, and the esta-blishment of a system of fixed commissions to protect investors.

In contrast to the TUC, the NAPF is thought to be in broad agreement Prof Gower.

The report, published in January. recommended that the Departmen of Trade and Industry should have wide powers to supervise a number of new self-regulatory agencies These in turn would be responsible for the day to day supervision of

sory registration of investment NAPF members argue that manbusinesses, with failure to comply agers of pension funds run by com-being made a criminal offence. panies should be required to reg-

well offers the "right price."

Mr Maxwell indicated yesterday

that he was willing to pay "the right price" although the precise terms

The Observer is understood to be

losing more than £1m a year, but

Mr Maxwell proposes to restore

profitability by bringing forward by

Komaisu has come to public attention in the UK as a result of MR ROBERT MAXWELL, chairman and majority shareholder of British Printing & Communications from Mr Robert Anderson, chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson, chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson, chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson, chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson, chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson, chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson, chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british Printing & Communications generated by the Robert Anderson chairman of Atlantic Richfield, three british printing & Communication chairman of Atlantic Richfield, three british printing & Communicatio

> Komatsu is one of five Japanese makers of such equipment which between them have captured a quarter of the UK market less than six years.

NEI is primarily a manufac turer of electrical and mechanical equipment, operating inter-nationally with turnover last year of £871m (\$1.25bn).

Trials the people cannot judge IF ESPIONAGE and counter-espic-terial that ordinarily would have one offence, the judge ought not to nage are endemic in modern Brit-been adduced in evidence, and the pass consecutive sentences when ain, criminal justice and spies are defence was hamstrung in the not easy bedfellows. The criminal amount of documentation that it

KOMATSU, the Japanese industrial group best known for its heavy construction equipment, is widening its activities in the UK and the rest of Europe through a welding robot supply agreement with the British company Norwith the British company Nor-thern Engineering Industries

NEI signs

robot sales

deal with

Komatsu

NEI's subsidiary specialising in heavy equipment, Northern Engineering Industries Thomp-son, has signed an agreement with Komatsu under which it will sell the robots in Europe under the name of Thompson-Ko-matsu, reports from Japan said

No NEI spokesman was available for comment but the Japanese reports said that it was expected to sell about 50 robots a year under the agreement, which sts five years.

the impact it has made in the construction equipment field, which has been suffering both from a deep and prolonged re-cession, and a concerted attack on the market by Japanese man-

By all the accounts that filtered through from the cloistered hearing at the Old Bailey during the recent trial of Michael Bettaney, there was an unprecedented blanket over nearly the whole of the proceedings. The Crown restricted the ma-

trial in Britain is the quintessence sought to have sight of and was not of openness, while spying thrives allowed to cross-examine on mat-on secrecy which for both the spy ters that touched the nerve centre and the spied-on, may survive even of highly secret matters.

Whatever the effect this may have had on the propriety of the Over the years a number of spies conviction of Mr Bettaney, no one have faced criminal prosecution in in the public, save the 12 jurors who the ordinary courts of law. From are in any event sworn to eternal Klaus Fuchs and Alan Numn May in secrecy irrespective of the nature of the late 1940s to George Blake in the offences they had to record 1962 and Geoffrey Prime in 1982, their verdiction, is in any position to the criminal process has been appass judgment. Justice may have plied with only a minimal interfer been done. It was by no stretch of ence with the accepted standards of the imagination seen to be done. criminal justice. Parliament, when Is it really necessary that t Is it really necessary that the

passing section 1 of the Official Se-blanket which is drawn over the opcrets Act 1911 and making spying a erations of the security forces -criminal offence punishable with a even to the extent of denying some maximum penalty of 14 years' int- information to the Attorney prisonment, said nothing to indieral and other Ministers of the cate that those prosecuted would be Crown - should spill over to the subjected to any different mode of trial process? Clearly the authoritrial from others charged with crities saw no reason why the veil of secrecy should have been lifted. In those cases a part only of the simply because the forum is untings were conducted behind closed doors, but there had been no ors of the secret services to the open courtroom of the Central Cri-minal Court. limitation on the rights of the de-

If that is so - and there is little to gainsay its logic - the fundamental principle that everyone without exception charged with a criminal offence is unequivocally entitled to a fair hearing before an independent to those countries for which they and impartial tribunal in public spied. Had Messrs Philby, Maclean had to be abandoned. If the princi and Burgess not escaped the long ple cannot prevail, then Parli whenever someone faces a charge

> for the conviction there mu some method of revealing the extent of the offencer's criminal reponsibility so that the public can judge the appropriateness of the sentence. How do we judge whether the Lord Chief Justice was right to impose a total sentence on Mr Bettamey of 23 years? On 10 counts in the indictment Lord Lane passed sentences of 11 years imprisonment, consecutive with another 11 years, plus a further one year. When in 1946 Lord Goddard passed sentence on Klaus Fuchs of 14 years' imprisonment on five separate charges of spying - Fuchs gave information to the Soviet Union about atomic bomb manufacture at Los Alamos - he made all the sentences to run concurrently.

Lord Goddard adhered faithfully to the principle that when someone has been convicted of more than

pass consecutive sentences when the offences arise out of the same transaction or series of transactions, and ought in any event never exceed the maximum prescribed by Parliament for the same offence.

That principle went by the board in 1962 when Lord Parker trebled up the maximum penalty on George Blake to impose 42 years' imprisonment. George Blake relieved the rest of us of the charge of inhumanity by escaping less than four years after his sentence and remaining

Particular types of punishment may be objectionable, not because they are unjust or undeserved, but because they are inhumane.

ple sentences on spies which far exceed the maximum penalty laid down by Parliament are acceptable according to contemporary standards, but it is not inconceivable that they will be regarded as unacceptable according to the standards of some future generation. The trouble about the sentence inflicted on Mr Bettaney is that it is not susceptible to public judgment as to its justness, deservedness or humanity, without a great deal more infor-mation than has been made available to other than the handful of people who know the whole of the

0il

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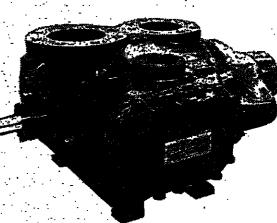
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Success

Fulf was feet Tooks by the fourters out HEREMAND IN BUT TRUNCK TO THE TIME





The Queen's Award for Technological Achievement has been awarded to APV Hall Products Limited (formerly J & E Hall Limited) for the HallScrew refrigeration compressor.

This success follows last year's presentation of a Design Council Award for the same product. The proven success of the HallScrew compressor brings to the refrigeration, air conditioning and heat pump industries a new dimension in compressor technology. For 199 years Halls have been engineering innovators and this latest accolade recognises our commitment to new technology.

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UK NEWS

Oil search turns to North Sea frontiers

By Dominic Lawson

'bu'

THE GOVERNMENT'S decision to concentrate on frontier areas in the forthcoming ninth round of oil and gas licences has led to a flurry of exploration activity in some of the epest and most hostile waters in the UK Continental Shelf.

These exploration wells are designed to gain much-needed information about the geology of the frontier areas – particularly west of Shetland – before the Department of Energy gives precise details of the blocks to be available for bidding in about on promitive forms. ding in about one month's time.

Britoil is at present drilling a well on a west of Shetland block which it was awarded by the last Labour Government between the fifth and sixth rounds of North Sea licences.

Nearby, Esso has started drilling in 2,150 ft of water. When it started to drill, this well was the deepest one in UK waters. But two weeks ago Conoco began drilling a well in 2,200 ft of water. The Conoco well, 380 miles north east of Aberdeen, is also the most northerly well drilled on the UK Continental Shelf.

Conoco caused a stir at the beginning of last month when it said that the area had the potential to contain an oilfield of 1bn recoverable barrels - bigger than all but three of the developed North Sea oil-

Last week the British Gas Corporation announced that it was to drill in 2,000 ft of water off Northwest Shetland. "This well is expected to provide futher information on the geology of areas likely to be-come available in the ninth UK licensing round," it said.

These deep water wells will take at least four months to drill, and are likely to cost in the region of £10m each. Should drilling lead to oil or gas discoveries it will remain a closely guarded secret. It would not become public knowledge until after the ninth round closes at the

• The 128 employees of the British National Oil Corporation (BNOC) were last year on average each responsible for turnover of £61.8m on the basis of BNOC's annual results. The company announced pre-tax profits of £800,000 on turnover of

beginning of next year.

The period was the first full year in which the state oil purchaser and trader operated as a separate entity, after the hiving-off of its production arm in the form of Britoil.

Last year the corporation marketed 1.3m barrels of crude a day, a 10 per cent increase over the previous year, and representing 56 per cent of total UK North Sea produc-

However, most of BNOC's crude purchases are purely paper transactions. They are immediately sold back to the producers at the same

Banks count the cost of Lawson tax blow

1,679

sheet item. Then as the tax falls

This will not hit bank profitabili-

ty because the transfer takes place

ty is a moot point.

below the line." But it will weaken

BY DAVID LASCELLES, BANKING CORRESPONDENT

BRITAINS BIG banks will be rehow much the ending of capital allowences will cost them in unforeseen taxes. The ending of the allow-ances was announced last month by Mr Nigel Lawson, Chancellor of the

Exchequer, in his budget.

Barclays and Midland banks hold their annual meetings tomorrow. NatWest's is on May 1 and Lloyds

Analysts have already estimated the figure at about £1.7bn - which is exactly what the four banks earned pre-tax last year. About a third of this is accounted for by NatWest, the bank with the largest liability and the only one yet to have made its own estimates public.

the budget changes will force banks to pay tax on income from their leasing business which they previously expected to be able to de-fer indefinitely through new capital allowances. The banks had set aside only enough to cover 25 per due this provision will be used up. ances were ever abolished. The question now is how much of the remaining 75 per cent they will actu-ally have to pay, and how they will

pay it.
The banks have already agreed —
with some prodding from the Bank of England - on a common approach: to make a once for all, full

the banks, Berclays, Lloyds and NatWest, probably have strong enough belance sheets to get by. The uncertain case is Midland where capital ratios will be reduced to the utter minimum if it makes the expected provision, coming as this does on top of its severe prob-lems with Crocker National Bank, Source: Rowe & Planan. Estimates assurant full Estately based on a 1986-87 rate of 35 per cent. its Californian subsidiary. This has sparked doubts about Midland's

provision rather than stringing it out over several years. This means that they will have to dig deep into their reserves which could be painthe banks will have to set aside. NatWest has already told shareholders that it expects to have to pay ful, but preferable to spun-out un-certainty. It also conforms to the only about 60 per cent of its total li-ability. This is because the corpora-tion tax rate will have fallen to 35 tter of UK accounting standards. Banks will actually make the proper cent from 52 per cent by the time the tax liability crystallises in vision by shuffling around their balance sheet; they will transfer funds from reserves into "provision for de-ferred taxation," another belance three or four years' time.

Another unknown is how much new leasing business the banks will be able to drim up in the years ahead. Even though they will no longer get the 100 per cent first year capital allowances, they will still get a 25 per cent a year reducbalance sheets. Whether it will ac-ing balance allowance - so leasing's tually force any of the big four to go tax benefits will not disappear alto to their shareholders for more equi-

There is a boom in leasing at the The Bank of England has indicated that it will look with an understanding eye, so there need not be New Issue April, 1984

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Threat to drug makers

THE BRITISH pharmaceutical industry is currently facing greater threats to its future than at any time in its a history, according to a recent survey by Jordan & Sons, a

esearch and consultancy group. The dangers include tighter profit control by the Government, promotional spending cuts, increased generic prescribing, and declining reearch productivity.

The survey urges drug companies to re-examine their long-term research and marketing strategies to minimise the harmful impact of these threats.

The report says new govern restrictions on profitability will force a number of small and medium sized companies to cut spendin on product promotion. As a result they will be less able to compete in a market dominated by a few large

The restrictions will also result in "significant decrease" in invest ment by foreign companies in the UK in the manufacturing and devi coment of pharmaceuticals. Investment in straight research is expected to be maintained or increased.

The report also forecasts that the number of products sold in the UK will decrease in future. This will have the effect of making the market more sophisticated and innovative at the same time as cutting the price and so BNOC's capacity to National Health Service drug hill, make profits is strictly limited.

Real Time Information for Japan's Security Market

Just as Mt. Fuji is known the world over as a symbol of Japan, so too, the Japanese securities market is gaining worldwide recognition.

With recent large-scale issues of government bonds and increased corporate fund raising through security offering, the growth of Japan's security market is on the rise. Quotation Information Center K.K. (QUICK) brings you closer to this economic whirlwind with instant access to information.

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Sales surge expected by distributive trades

DISTRIBUTIVE TRADES are expecting a surge in business this March 1983. But a balance of 70 per month after disappointment with cent of retailers is predicting buoythe level of sales in March, according to the Confederation of British Industry/Financial Times survey published today.

The ninth monthly survey, which drew replies from 722 retailers, wholesalers and motor traders found that a balance of 53 per cent expected sales in April to be above evels at the same time last year. (The balance is the percentage reporting a rise minus the percentage expecting a fall).

Reports of increased retail sales in March, however, were the lowest for six months, apparently reflect-ing the cold weather and the lateness of Easter.

A balance of 47 per cent of all the trades surveyed had expected better trading conditions last month, but in the event a balance of only 30 per cent reported increased sales.

The survey for April, conducted between March 23 and April 13, expresses confidence that the downturn will prove only temporary and there are indications that trade could return to the very high levels

Expectations of increased sales in April are particularly strong in those categories - ciothing, foot-wear and leather - where turnover in March was furthest from expec-

Distributors also expect a significant increase in the volume of or-ders placed on suppliers, although stock levels, which increased sharply in March, are expected to remain

In the retailing sector high sales expectations in March were not fully realised for the third month in succession, although turnover was

above the same month a year ago. This tallies with official figures showing that retail sales dropped by nearly 1 per cent between February and March, while remaining are expected to pick up this month.

about 2½ per cent above levels in ant trading conditions in April:

The lower than-forecast sales are stocks, which rose at the fastest rate since November 1983, with a balance of 42 per cent reporting

higher levels.

The mail order sector, however went against the overall trend, with both sales volume and orders placed on suppliers rising strongly.

The balance of wholesalers reporting higher sales in March com-pared with a year ago, at 29 per cent, was the second lowest since the survey started. Sectors which were particularly disappointing were fuel and energy, durable household goods and clothing, textiles and footwear.

Like retailers, however, wholesalers are optimistic about the pros pects for April, with a balance of 49 per cent predicting an increase in sales volume compared with the same 1983 month.

Orders placed on suppliers showed a slight increase in March over a year ago, with a positive balstantial rise is forecast in April with the balance rising to 30 per cent.

Wholesalers reported higher than expected stock levels in March and in April they are also predicted to be substantially up on a year ago:

The number of respondents to the motor trades section of the survey has increased substantially to 143, increasing the reliability of the results, but the CBI believes the fig-ures should still be treated with

some caution. Motor traders reported a slight fall in their sales in March compared with a year ago, but are expecting increased turnover in April. Orders in March were at the same level as in the same 1963 month, but

5713A スミトモナマ Ç 1730: (15:07)(9:06) L 1650 (9:08) 25919 (15:50)

 QUICK Video-I is the most widely used model in both Japan and abroad. As of April 1984, approx. 7,300 terminals were installed in the world. It is used in more installed in the world. It is used in more than 2,000 securities company offices, banks, insurance firms, trust companies, institutional investors and by general. Industrial companies for asset management purposes. Receiving over 7 million inquiries daily, QUICK Video-I has become in indispensible tool. particularly for

eQUICK Video-BM (Bond Money), first available in April, is an integrated infor-mation service on the bond and money markets. Diversified information sources include Exchanges, securities companies, Available through this system are listed bond prices, OTC (over-the-counter) bond prices, bid and asked prices via JSDA, all losn rates, bill discount rates, and other data periaming to bond and money mar-kets.

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CONTROL DATA AND PHILIPS INVEST IN OPTICAL RECORDING

Memories of a silver disc

BY WALTER ELLIS IN AMSTERDAM

IT IS a melancholy thought but the type output of an office secretary's entire 40-year career can now be recorded on a single side of a digital optical storage

On second thoughts, not so much a melancholy thought as a sad reflection. For if the secretary concerned were to gaze into the laser-scorched disc itself -perhaps pondering on the relevance of the work ethic to late 20th-century office routine —the gaze would be beamed back from its brilliant, mirrorlike finish.

The digital optical storage disc, developed by Philips of the Netherlands and Control Data of the U.S., is a spin-off from the Dutch group's Laser Vision and compact disc audio technology. It looks just the same but is a little bigger than either of its shiny predecessors, being 30 cms across—the same size as the traditional audio LP which the compact disc is out

Philips and Control Data have already spent \$40m on develop-ment of the disc and intend laying out a further \$200m over the next two years through a new joint venture, Optical Storage International (OSI). They reckon that their revolutionary new product can capture 15 per cent of the world "memory market" within two years of its introduction and that the 50 per cent mark will

Philips and Control Data have already spent \$40m on development of the disc

be reached by the end of the

The discs, with their attendant players, will be aimed initially at the burgeoning archive market. Libraries of every kind, public and company filing systems, hospitals—in fact all those institutions which require detailed, accurate and permanent storage of their dayto day histories—will, we are assured, turn to digital optics almost in the twinkling of an

eye.

If they do and, more importantly, if scientists can discover so that they can be incorporated



The optical recording disc at 30 cms diameter is slightly larger than the Laser Vision consumer video disc shown above. Some \$200m will be spent on its further development

systems. Philips and Control children are rapidly becoming Philips on optical disc technolog of something really big and important. If they do not, or if permanent character, and this is the 30 or so other corporations engaged in similar research come up faster with marketable systems, a lot of money will have disappeared down the R and D drain.

In optical recording, a laser beam of specially high intensity burns holes into the pre-laid tracks of a sensitive metallic layer between two glass substrate discs. The absence or presence of a hole defines the message for the resulting digital reader. The laser reader directs its beam through the surface of the disc -which is sealed into a plasticwrapped "sandwich" to prevent contamination—and when the light falls on a flat, reflective surface it is reflected back along the other main marketing by a further 19 or so high-tech the same path. In this path is a feature of the disc: as the holes manufacturers, and the autumn semi-reflective prism, which formed by the laser are only partly dissipates the beam and 1 cm in diameter, it is possible causes it to be measured by an array of photodiode detectors.

When the beam, still on its corresponding to the typed conway into the disc, hits a hole, tents of half a million A4 paper the resulting reflection is of a sheets. different intensity than one from an unpitted surface. In tids way, used with the discs will be made there is regular intensity modu-lation. Different patterns of hole-The American computer com-

in the factor of the factor of

The burning-in process has a permanent character, and this is probably the most important differences with existing mode. permanent character, and this is co-trainate research. USI is the probably the most important dif-ferences with existing media marketing of these first ven-based on magnetic storage tech-tures. It hopes, by building on nology—principally magnetic its early lead, to stay ahead of nology—principally magnetic its early lead, to stay ahead of tape. The optical disc can hold on to information for at least 10 no fewer than 33 companies and the competition, represented by on to information for at least 10 no fewer than 33 companies. years, and even then informawhich it is feared may be of Japan, Rank Xerox of the U.S. and Thomson-Brandt of decaying can be freshened up by means of a sort of electronic "Alkaseltzer." Until researchers the discovered how to make the discovered how t useable, the permanence feature itself, with its "Megadoc" is likely to be something of a office system, and Texas instruis likely to be something of a mixed blessing, but it certainly ments, with its "Laserdrive 93127" recorder, actually offer optical disc equipment. A number of other drives are, however, currently being tested represents an advance in its own field and should prove invaluable to the archivist.

worldwide, including Sony, Hitachi, Fujitsu and Matsushita

Without a re-usable facility which is not expected for

Massive memory capacity is of this year could see an im-portant systems launch. to store 1,000 megabytes, or one gigabyte, on a single side, corresponding to the typed conanother two-three years, digital

optical discs will cause a gleam mainly in the eyes of archivists. But the idea is, at least, off the drawing board and on to disc and could well become a standard feature of the computing The recorder-players to be how to make the discs reuseable no hole translate into the more pany is one of the world's and information storage industhey can be incorporated conventional one/zero format largest producers of disc-drives try of the late 1980s and shorter-term retrieval with which today's school- and has worked closely with beyond.

SOFTWARE SYSTEMS

Office automation at a stroke

BY ALAN CANE

SOFTWARE SCIENCES clearly office is the lack of an does not suffer from the debilitating "not-invented-here" which handicaps syndrome so many UK high technology

It has taken one of the better philosophies of office automa-tion—the concept of the "working group"—and added a novel piece of office automation software developed by Xionics to create something that comes close to the idea of the "intelligent workstation."

Software Sciences is a rapidly software Sciences is a rapidly growing systems house, part of the Thorn EMI group. Xhonics is a small office automation suplier with the signal distinction of having been given the job of automating the Cabinet Office.

Last year, Xionics launched a product which it believed

a product which it benevel broke new ground in the "electronic office."

It launched a product which it called Keystroke Procedutal Language (KPL), basically software which made it possible for a company of the worker to "teach" bis an office worker to "teach" his or her computer to carry out routine and tedious keyboard operations.

An example might be the sequence of operations necessary to make contact over telephone line with a computerbased information source and request a particular set or sets

of data. It is all time consuming and error prone. But using KPL, the error proces but using KFL, the entire procedure can be re-duced to a single key stroke. Software Sciences, based in Farnborough, saw KFL a a way to realise its notions of office automation. Mr A, F, Crossley of Software Sciences says:

ware Sciences has made the ware ociences has made the greatest progress we have yet seen in the use of KPL. It has developed extremely clever and imaginative ways of threading together all the things that have to be automated in the office."

The first fruits of Software Sciences' work will be launched shortly. Called "Press," its first KPL-based product is designed to automate a company's press office. Software Sciences points out: "The chief fact constrain-ing the operation of any press seminar

allows their staff to communicate one with another Software Sciences used as its model the idea of the "working group," a small group of office workers who deal with a particular activity, who function as a unit and whose working as a unit and whose work ing methods can be defined

very precisely. The company has identified a number of these working groups—it includes the fleet management office, the contracts office, the purchasing care and, of course, the Press office.
Its approach is similar to each

activity. It talks to practitioners finding out what their job entails and what they need of an automated system.

The Software Sciences Press system works like this (remeinber that all the time-consuming sequences have been reduced to one or two key depressions

using RPL).

A draft Press release is produced, and a circulation list of commentators generated: A single individual is given the authority to sanction the release (no more embarrassed follow-up letters correcting errors, ambiguities and indiscretions).

Then a "conference" is set up among the commentators, each of whom can call the release to his or her screen and add comments or redraft. When the final version is produced it can be cleared for protected it can be cleared for release and the publishing mechanism invoked. Copies are printed, labels prepared, further copies downloaded to telex or to viewdata. A PR-line of information is created to belo with answers to uneries.

"Now even Xionics is surprised help with answers to queries. at what we have managed to do with KPL."

Mr Mike Bevan, managing practice, Where "Press" differs director of Xionics says: "Saft is that all the mechanics are ready built into the Press officer's workstation. Mike Bevan notes: "When

these terminals go into the user sites, they are already prepared and the system gets off the ground much more quickly." This being the age of the train, Press will be put through its paces soon. First taker is Mr John Fogg, information services manager for the British Rail Press office. Software Sciences is en 0252 544321, Monics on 01-636 0105.

Manufacturing

Design

INTERNATIONAL seminar on computer alded manufacture is to be held from May 8 to 10 in Montreux, with an associated industrial tour to companies such as Siemens and Messerschmitt Bolkov Blohm.

Bolkow Blohm.
There will speakers from Rolls Reyce, Union Carbide, the Philips Centre for Lumfacturing Technology, the UK Department of Trade and Industry, A. D. Little, Ingersall, ASEA, Lockheed, Oki Electric and other organisations of similar calibre.

The registration fee for the conference only is £250-\$275 and further details can be chained from the organisers.
CAM-I Inc. Newfoundland House, Poole Quay, Dorset (0562 670717).

Computers

Colour graphics

COLOUR GRAPHS and charter COLOUR GRAPHS and charte-can be made with a basiness graphic program for Philips' P2000C pertable computer. The program from Datatox is intended for may executives who need to present data in-graphic form at meetings and the documents.

Pie, line and bar charts car be produced in colour. Data-plot can be used with a range of CP/M programs including WordStar and CalcStart More details from Philips - in Vienna, Austria on 48 222 94

Storage

Bubble memories

RITACHI has a bubble memory exsette for computer memory easetts for computer data storage expeble of holding lm bits of data. The company says that the bubble casette has use in a wide range of industry and computer applications. More details from Hitschi to Harrow, Middlesex, on 01-861

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Components

Production links

INTEL CORPORATION, one of the largest U.S. semiconductor makers, has signed a inanufacineing with Marconi Electronic Devices, part of the UK General Electric group. This second source contract allows Marconi Electronic Devices to make telecommunications components.

It is the first time that listel has signed a manufacturing agreement of this kind with a UK company.

Tec

The semiconductor circuit to be made by Marcani is used in large quantities in such as System X found throughout the world. Its use is to convert analogue speech signals into digital ones for transmission and vice versa. Such circuits are called codecs - coders/de

Agriculture

Farming information

FARMERS CAN now obtain more information via the Prestel Farmlink service lannched April 12. It will provide a national directory provide a national directory of data, product and services. Baric, which is providing Farmlink, said that informa-tion includes weather reports, livestock market prices and cosmodity futures.

Farmers can compute prices or place orders at any time of the day or night. Baric has also written an interactive program which allows subscribers to calculate wages and PAYE by using a viewdata screen and kerbeard. More details from Baric on 01-890 1414.





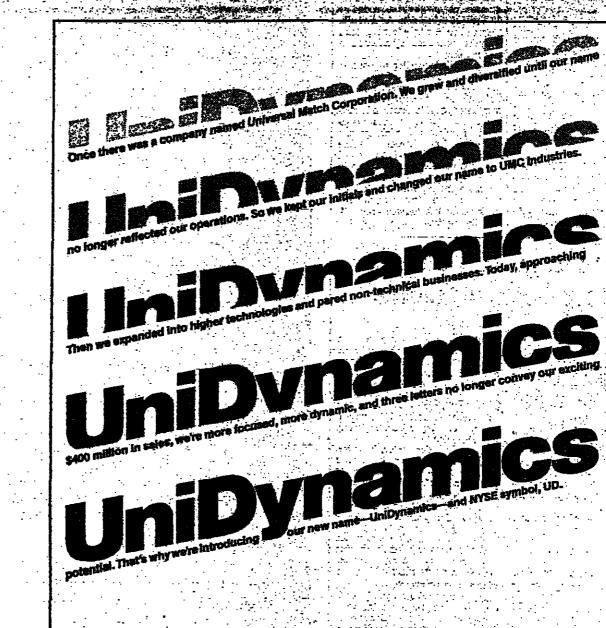
Ocean transportation remains as much a primary means of commerce among nations in this age of extra-terrestrial expansion as it was a century ago when Mitsui O.S.K. Lines first committed

itself to bringing shores and peoples together.

So much and yet so little has changed since then. Today, Mitsui O.S.K. Lines is one of the world's premier shipping companies with the latest technology and equipment

But like the steadfastness of the ocean itself, the company's commitment to service remains. And will, as long as there are oceans to sail.





Working to build technology strengths in electronics, specialty materials and automation, the new UniDynamics is expanding its market niches in aerospace, defense, transportation, electronic retailing and automated manufacturing. At the same time, we're strengthening management, enhancing productivity and sharing

expertise among our businesses. The new UniDynamics. A dynamic company worth watching. For a copy of our annual report; write our Chair-man and Chief Executive, H. Ridgely Bullock, UniDynamics Corporation. High Ridge Park, P.O. Box 1090, Stamford, CT 06904.



UMC Industries Limited. Lytham, Lancashire, is a subsidiary of UniDynamics

Corporation.

FINANCIAL TIMES SURVEY

Tuesday April 24 1984

Direct Marketing

The annual symposium in Montreux at the end of this month will discuss national experiences. Judged by the UK standards, the industry has seen strong advances in the direct mail sector and an improvement in its public image

Technology helps to span the frontiers

THE DIRECT marketing industry is in good heart. It is improving its reputation as an effective channel for selling (and communicating) at a time when users are taking more interest in its possibilities.

This is mainly because of the rising cost of other advertising media, especially television. Companies now spending many millions of pounds on a TV advertising burst are likely to at least consider an alternative.

By ANTONY

agencies, who provided the creative work while using the specialists for run of the mill activities.

Direct mail, the major part of direct marketing is now in a better position to present its case. Some 18 months ago 54 direct mail producers, supplies of anything from envelope stuffing services to lists, came together, with Post Office backing, to form the Direct Mail Sales Bureau to promote the and Mather have recently boosted their direct marketing divisions and 70 per cent of the 10 campaigns handled by the Sales Bureau in its first year came through advertising

The Bureau has concentrated not only on telling potential users about direct mail but also offers a service, producing a campaign if companies are in-terested. Much of its time has been spent talking to adverusing agencies, once generally antagonistic to direct marketing important rivals like magazines
but now conscious that they
and the regional press, and almost as big as the national press
an advertising medium. been spent talking to advertis-

clients this complementary marketing service.

Agencies like FCB, Benton and Bowles, Greys and Ogilyy

as an advertising medium. There will not have been any growth last year because one big sector, mail order (those

3

recovered.

The overall trend is upwards, especially for the hasic direct mail to the home or office. The Post Office, which is the main beneficiary of increased activity earning about £200m postal revenue, reckons that the number of items of direct mail circulating around the country more than doubled between 1975 to 1982 to over 1.1ba, with a big switch in the total toblg switch in the total towards consumer mailings and away from business.

away from business.

In 1975 the traffic split almost half and half: now over cale breakthroughs, involving the electoral roll and the computer.

Even so this only works out at 0.7 direct mall shots landing on each household's front door mat in a week.

What kind of

What kind of material is arriving through the post? Fin- from direct mail. It does not appeal marketing remains a always work: a recept survey great growth area, with banks following the insurance companies and unit trust operators in communicating directly with the military of the communicating directly with

Travel, cars, and consumer durables, as well as the traditional book clubs, are to the fore. Companies are realising that their best customer is their existing customer and durables manufacturers are using their guarantee lists to make follow-

There is also much more interest in advertising through the post, alerting potential purchasers to the goods, be it a new car or a magazine, rather than better than the press of a computer button.

The cost of direct mail promotion has also been held steady by the Post Office's retention of seeking a direct sale. All this

weighty catalogies) had a bad patch from which it has now of the basic principle which drives direct marketing—companies can measure the response. Unlike advertising campaigns a direct eampaign to the home or office. The perfective of increased patchivity earning about £200m postal revenue reckons that the consumer can be evaluated quickly for its cost effectiveness and either abandoned or developed.

Aberration

This great selling point now makes much more sense with the improvements in the pre-

ing to their affluence or otherwise, removes much of the waste suggested that through some aberration multi-ethnic com-munities received above average amounts of travel propositions when in practice they rarely strayed far from home. But in the main lists are much more

Wedding the computer to research not only cuts wastage: it also reduces the cost of organising mailing shots. What might have involved 60 typists producing names and addresses has been transformed into the

Technology is constantly im-proving. Along with Acorn has come the Consumer Location system which not only gives the social characteristics of localities, but using T and I data, also their buying habits. There are still wide variations in the cost of direct mail campaigns: an Acorn mailing costs around £250-£300 a thousand shots, and an own customer mailing about £150-£200.

On the other hand an expensive direct mail campaign to a small and select target group in the business area might be £1,000 a thousand. Of course the use of word processors has improved the personal element in even the most conventional mailing shot.

The formation of the Direct Mail Services Standards Board has sorted out some of the abuses and the Mailing Preference System, which enables people to say they do not want to receive direct mail, also goes some way to meet criticisms.

The main recent gain, however, has been the influx of professional marketing and advertising people who find direct mail a challenge rather than a rival to the cosy commission system. Direct mail has a bright

For the other sectors of the direct marketing industry there are problems, which could well be temporary. Mail order is suffering from high unemployment second class postage at 121p for and price cutting in shops. ing, but U.S. experience sug-

started to cancel each other out. The survivors are doing well and the creative lessons learned should lead to more, but slower, expansion in this sector.

Bewildered

In the same way direct sales through television, although en-couraged by discounts by some TV contractors, has not proved the important breakthrough sumers were sometimes bewilthe reduced prices in shops.

Using the telephone for selling is a difficult area. It is grow-

Direct selling from the pages of magazines (as well as the more traditional "shopping" ads in newspapers), which three years ago was making the Sunday supplements as weighty as mail order catalogues, has also fallen off ago was making the Sunday supplements as weighty as mail order catalogues, has also fallen off.

This is less to do with its effectiveness than overenthusiasm. Companies rushed in to sell a widening range of goods directly and the offers started to cancel each other out. The survivors are doing well profitable and that its growth in profitable and that its growth in the UK will be slow and uncer-tain. It does not offer any immediate threat to the estab-lished channels of direct mar-

IF I FYER FIND OUT HOW THEY GOT OUR NAME AND ADDRESS

> One consequence of technological change will be to integrate the international direct marketing business. The commarketing business. The com-panies which dominate as users, Readers Digest, American Express, Time Magazine, use it multinationally. Unlike adver-tising campaigns, the techni-ques of direct marketing can be fairly easily adapted to national needs.

That is why the annual sym-

CONTENTS

Services sector benefits from the marketing opportunities

CASE HISTORIES: Budget Rent a Car

Big rise in customers

Improving the image targeting more accurate

for direct mail

posium in Montreux is useful: it brings together national ex-periences which have inter-

More than 2,000 leading executives will be there. From many countries. From retailers, manufacturers, publishers and many fields. For many reasons.

To learn. To hear To see. To discuss. Tomeet Toshopina marketplace of ideas. Speaking will be Merrill Lynch Vice President William Waters, Ogilvy and Mather Vice Chairman Mike Chapman, British Direct Marketing Association Director General Anthony Painter, Folio Publisher Joe Hanson, AMEX, BP, Volvo and many more. Keynote presentation will be made by Chairman of the Board of Directors of Berteslmann, the leading German media house, Dr. Mark Wössner

Presenting their new products, systems, techniques, and services will be over 150 major international exhibitors. From sheet laser and inkjet printing, to personalised magazines and computers. With special exhibits including the European Postal Administration Services and the worldwide Catalogue Show

A must for ad agencies, banks, all concerned with marketing effectively to know what is going on today in direct marketing. To hamess the technological advances. To be prepared for tomorrow. And above all to remain competitive.

To be found at one place, under one roof, at the 16th Montreux Direct Marketing Symposium & Exhibition, Switzerland, This Spring, From 30th April to 4th May.

Contact Evelyne Blöchliger, Marketing Co-ordinator, Montreux Direct Marketing Symposium & Exhibition, Neumünsterallee 6/PO Box 214, CH-8032 Zürich, Telephone: Zürich (1) 69 48 20. Telex: 58 896 adres ch.





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David Stokes, Wunderman International, 250 Avenue Louise, B-1050 Brussels, Belgium. Tel: 648 88 80. Thr. 22588.

Wunderman International Direct Marketing A/S, Sølvgrade 10, DK 1370 Copenhagen K, Denmark. Tel: 12-55-50. The 22235.

Christer Holmberg, Wunderman Direct Marketing, Riddargatan 17, Box 14104, S-104-41 Stockholm, Sweden, Tel: 60-42-70. Tix: 10342 RINCADS.

Cas Saeys, Wunderman International B.V. Ottho Heldringstraat 27, 1066 XT Amsterdam, The Netherlands Tel: 17-09-24. Tix 14170.

Manfred Heuser/Claus Mayer; Wunderman International Direct Marketing GMBH, Bayerstrasse 21, D-8000 Munchen 2, Germany. Tel: 558291. The 528229.

Rainer Mirau, DMS GMBH, (Telephone Marketing), Zeil 115-117, D-6000 Frankfurt AM Main, Germany. Tel: 282757. Tlx: 411565.

Richard Stollenwerck, Wunderman International, Tour Essor 93,14 Rue Scandicci, 93508 Pantin Cedex, France. Tel: 331 843 6131.

Affiliate Young & Rubicam offices in:

Berne - Contact Claude Bosset on 25 51 33. Madrid - Contact Alfredo Bonilla on 456 3113. - Contact Chris Needham on 7732. - Contact Stein-Erik Selfors on 37 9918.

Vienna - Contact Alois Schober on 63 66 &L

DIRECT MARKETING II

A wider range of user groups is appreciating the industry's marketing opportunities says Feona McEwan

Strong rise in use by services industry

SO, WHO uses direct marketing techniques? Given that an average household in the UK is on the receiving end of some three unsolicited items of literature a month, it is likely that every one of us has some idea of the scope of this big business. That's just the direct mail sector of the direct marketing process—there's also off-the-page press selling, off screen selling (whether broadcast television or Viewdata and drestel), telephone sales and door of delivery, known as SO, WHO uses direct marketing door-ot-door delivery, known as the "knock and drop" method. Theoretically, any one with a product or service to offer is a

prospective direct marketeer.
The type of user groups is growing at a galloping pace as more sectors wake up to the unsung marketing opportunities of this advertising medium. With the advance of communications technology and the sophistica-tion of the identification and location systems on which mailing lists are based, fine target-ing, which is the direct marketeers' chief weapon, is increasingly recognised as a cost-effective means of expanding business at a time when value for money is the catch-

What was once the provence of clubs, be it book (Reader's Digest pioneered the way in the Fifties) record or motor (the Automobile Association is an experienced practitioner) has, 30 years later, mushroomed beyond recognition: insurance houses to contraceptive sup-pliers, charities to holiday firms, bookies to animal welfare trusts . . . they're all using the

Outstripped

force and direct marketing to deploy their time most profit-

Small businesses of every hue are learning how to put on weight the direct marketing vay. And we as consumers are subjected to such messages both at home and in the office.
While vital statistics of this disparate medium are hard to come by—who knows, for instance the market share of the knock-and-drop approach—it falls to direct mail, with the more important, as against the broad shotgun approach of broad mass media (such as satellite television). enthusiastic backing of the Post Office, to give the medium some substance.

substance.

Increasingly, they say, consumer items are outstripping the business-to-business sector of the market. Whereas direct advertising agencies, told an mail was split in a 52:48 ratio consumer-business-to-business in 1975, figures for 1982 have shifted to a 70:30 balance. In tinue as products and services other words, judging by valume become more specialised and specialised and not value the business-to-busi-ness sector grew 29 per cent in more sophisticated. market identification techniques

advertising which has increased 179 per cent mail." He continued, "judging by its share growth and the number of advertisers who extremely buoyant at the moment. There's almost too much business to handle," says Graeme Robertson of leading more confident about using agency Christian Brann. "The direct marketing as one agence." agency Christian Brann. "The direct marketing, as one agency business-to-business sector is man put it. "He has become

That can only benefit direct

CASE HISTORY: BUDGET RENT A CAR

Sharper drive for business travellers

WHEN A MARKET is dominated by a brace of well-known names, as the car rental business is in Europe with Hertz and Avis, it poses major headaches for rival contenders.

Budget Rent a Car International, the franchise arm of the American car rental company, responsible for the UK, Europe, the Middle East and Africa, and lying third in the European league table, faced such an image crisic leaf faced such an image crisis last year, when it found itself viewed by many as the poor relation of the rental business. Yet the service it provided throughout its 600 European locations was, it felt, little different. simultaneously.

In a bid to widen the scope of its operations, Budget set out therefore, to secure a stronger presence in the inter-national business traveller market, at the same time, enhancing the company image and increasing awareness of

Budget as a force in the field. Together with direct marketing specialists Stadden Hughes of Fitzroy Street, London W1, Budget decided to focus on the car rental credit or identification card, a well proven technique for attracting the business

The objective was to promote the company VIP Traveller card, which entitles the holder to unlimited mileage throughout Budget offices worldwide. Applicants for the card would also provide a useful mailing list for selling further services to, and possibly an introduction to a number of new company

accounts.

The strategy selected for offering the VIP traveller card was direct response advertis-ing with the added incentive of a leather luggage tag as a free gift. This was deemed a

timely idea in the light of the recent IATA regulations requiring baggage to be clearly labelled. Inflight magazines were selected as the vehicle for the campaign, with their reader-ship heavily orientated to-wards business travellers thus wards business travellers thus identifying the target as well as providing instant oppor-tunity for readers to act—at the end of the flight—on the offer. High Life, the British Airways magazine, Atlas, the Air France magazine and Bordbuch, the Lufthansa pub. lication carried the campaign

To boost the impact and enhance the company image full colour pages were used, except in Bordbuch where they were not available.

"Announcing the arrival of two first-class aids for the business traveller," read the VIP traveller card and the leather luggage tag. Readers were invited to respond either through the coupon provided or directly at a Budget air-

port desk. A response package consisting of VIP card, luggage tag, 10 luggage labels, and a mini Budget worldwide directory complete with reservations

So what about response? In each of the three countries --- UK, France and Germany some 500 coupons per country, were filed, which exceeded Budget expectations

by some 20 per cent.
The total campaign for the three countries cost about £30,000. The quality of res-pondent was encouraging with more than 90 per cent at director level. There were also a number of "walk ups" at airport desks,

Feona McEwan



More and more companies, he says, are now alert to the in-creased costs of running a sales-

of fast-moving consumer goods towards services and consumer durables. At the same time discrete target markets (the rifle approach) are becoming

booming too," comments Brian more exposed to it and also the Holland of Holland and Part- advertising has now developed ners, one of the largest UK into a more comprehensible b-to-b agencies. of response.

Retailers and their optitude for advertising are renowned and a major influence of the age. Direct marketing is no dif-

marketing strategies with Mothercare, Laura Ashley, The advertising expenditure moving Reject Shop, fashion and away from the traditional and analysis. other department stores, are all now using catalogues and direct to the customer selling to develop their franchises and sales," says Frank Casey, a director of the Brunnings Group, of advertising agencies.

Catchment areas

Many are now realising that if they are incurring costs in sending out bills it makes commercial sense to make the Jack-age work that much harder. Thus you find inserts along with your invoice with news of offer in an effort to generate more store traffic. Unlike manufacturers,

tailers are now able to define their catchment areas locally precisely and can identify their customers by name, a powerful marketing tool they are begin-ning to exploit.

tomers to define target markets—and this is an area in which many marketeers predict rapid growth. Elsewhere in the financial sector (which as a whole the potential opportunities is one of the fastest emerging the direct marketing scene.

dvertising forces) insurance well versed in direct marketing procedures, having acquired the habit some years ago.

It was noted as a milestone and an acknowledgement of the medium's success when the Prudential, the quintessential door-to-door sellers, last year, took the "direct" route and included marketing incentives in with

their mailed bonus notices. In February this year, Fram-lington Unit Management's Japan and General Fund was Japan and General Fund was launched with a mixture of off-the-page press ads, unitholder applications and intermediary sellers. A record response, elicited some £9m from press which accounted for 43 per cent, the lion's share of the total re-

Burgeoning

Leisure and recreational activities are another bargeoning area for the direct marketeer. Brann reports that a mailing of some 800,000 Butlin customers, at a time last year when the holiday caterer was drastically cutting back, netted over £25m worth of holidays. Portland, the Thomson Holiday subsidiary, which spent about £2.5m in above-the-line advertising last year, is reputed to have changed direction and concentrated on mailing past engrowers with the mailing past customers with the result that they are already sold

Notable, if unlikely, recruits to the direct response advertis-ing include Ladbrokes which dertook a mailing of existing punters in a drive to drum up further business. Last year the Irish Rugby Football Union organised a direct mail shot to 30,000 professional groups and companies in a bid to raise £2m for a new grandstand, in the event it secured £21m.

"We are beginning to see cam paigning and opinion-forming literature arrive, something that is common in the U.S.," says Brann's Carter Robertson.

The recent spate of lobbyist literature from the International Fund of Animal Welfare, demanding consumer action in protest against the Capadian seal cull, by way of flooding local supermarkets urging a boycott of Canadian fish is an early example of this. Amid the explosion of direct marketing literature begging consumer attention, there is a feeling among advertising agencies already involved in the field, that unless mainstream agencies — more preoccupied with above the line media like press television, cable and satellite—change their standoff-fish attitude to direct market-

huge market which will not-flourish as it should and as it ming to exploit.

The same applies to banks to the U.S.

which possess sufficient finan.

The annual International cial information about their customers to define target washed. The annual International Direct Marketing Symposium in Montreux next week attracting some 2,000 delegates representing major business interests around the world, is witness to potential opportunities of

ing the UK will miss out on a

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EVALUATING YOUR OPPORTUNITIES. Do you want to talk to someone who can take a broad view of your business? Try Drayton persuasive message is wasted on the wrong people. Choosing the right list or the best Bird, author of 'Commonsense Direct Marketing', the first U.K. book to reveal the principles of today's Direct Marketing. Already in its second segments of that list is critical. Even more vital is organising your own list. If that's wrong, the very foundations of your edition, it drew praise not only from reviewers, As you know, Reader's Digest are the experts on this. Stewart Pearson spent 8 years with them, working on List Analysis, Segmentation and but even from competitors. One agency Managing Director, observed: "it would be a steal at \$100," whilst the Chairman of another Name Selection, before becoming a Marketing Manager. He's an ideal advisor on lists. commented: "full of good sense, wit and relevant You'll find Drayton Bird at Trenear-Harvey, You can reach him on 01-379 3555. LOOKING AT THE TELEPHONE? The tele-UNDERSTANDING YOUR PROBLEMS. You'd phone is so powerful that U.S. marketers
are now spending more on it than on TV
or the press. Melanie Howard spent three years
helping build the first U.K. telemarketing agency probably like to share your problems with people who have experienced them first hand. No less than four people (including the Managing Director and the Creative Director) at to use scripted and controlled techniques; the THB&W have either owned or managed Direct agency that established telephone in this country Marketing businesses. You will find their practical experience invaluable. as a serious Direct Marketing medium.

WHERE TO GO FOR SOUND

VIRECT MARKETING ADVI

In her role as Project Development Manager there, she learned a great deal about the pitfalls as well as the opportunities telemarketing offers. You'll find her down-to-earth approach very If you are a conventional marketeer seeking to try Direct Marketing techniques, you should meet the people at THB&W who helped companies like Coca Cola, IBM, Sun Life of Canada and Carreras Rothmans get into Direct Marketing. You'll find her above the Pineapple Dance Studio in Covent Garden. They have a wealth of valuable experience to share with you. In no other agency in Britain will

INSURANCE AND FINANCIAL. This is the Sastest growing segment of the Direct
Marketing business. You will get sound

advice from Ian Dewar, who worked on the first

from Shannon O'Hara, who has been involved in

bank and loan advertising for the past six years.

If you're in the investment field, Sabila Din, until recently with Reed Stenhouse Gibbs is a useful

They can all be reached at 7 Langley Street, London WC2H 9JX.

build your business faster, Brian Thomas can help. Whilst working in senior marketing

positions with ICL, Marshall Ward, Studio Cards

and Early Learning he was responsible for over 500 mailing packages and has a fund of

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insurance Direct Marketing in this country, or

you find such a range of expertise. CREATIVE RESULTS. THB&W consistently turns out work that wins split run tests, and exceeds projections (by big margins like 200% in two cases this year) for extremely

demanding clients.
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Group, Citibank, Fine Art Developments, British felecom Telemarketing, Comhill Assurance and MCDougall's Catering Foods.
You may need advice on space advertising,

inserts, TV or radio. You may be looking for shrewd media buying or ingenious print formats. Whatever it is, ring up one of the people listed here. You'll find them knowledgeable, enthusiastic and happy to advise you. And if they can't answer

your question, you can be sure that one of the 35 people at THB&W can. Trenear-Harvey, Bird & Watson Ltd., 7 Langley
Street, Covent Garden, London WC2H 9JX.
Telephone: 01-379 3555, Telex: 268920.

Telecopier: 01-240 2044.

To get hold of him quickly, telex 268920. 7 LANGLEY ST. LONDON

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DIRECT MAIL INSURANCE PROGRAMMES
To: John Paterson, Ambassador Life Assurance Company Ltd., FREEPOST, Bournemouth BH8 8XH. Please arrange a New Opportunities Presentation for me.Myvideo format is VHS BETA 2000 U-MATIC No video Please 8th box
Name
Position
Company
Te! No
Address
-

AMBASSADOR

DIRECT MARKETING III

to lack of understanding about lists rather than any strongly held belief in molntaining con-

One criticism of the list brok-

ing business is the high level of fees charged for lists in com-

parison with the cost of lists in the U.S., where the business

is much larger and more estab-lished. The brokers respond by

pointing out that computerisa-tion of lists was achieved much earlier in the U.S. and, since the market is larger, the econo-

mies of scale are therefore much greater.

To help tackle some of these problems and to improve the

list brokers' image, the British

List Brokers Association has been formed with the aid of

sumer privacy.

David Churchill discusses the array of services on offer by the UK Post Office

Personal touch pays with direct mail

FOR THE businessman who and goes up by stages to a often themselves having a backwants to exploit the potential maximum of 70 per cent for ground in publishing or direct marketing techniques, 750,000 or more. of direct marketing techniques, the array of services on offer can be daunting. Where to

The Post Office, not surprisingly, has a vested interest in promoting direct mail and so has a number of special schemes available to help companies using the post

First time users in particular are especially wooed by the Post Office. Companies or organisations which have not used direct mail before may be eligtible for free postage on from 1,000 to 3,000 letters of their first mailshot, depending on the overall size of their mailing.

Companies that already exten-sively use the post for their business - spending f20,000 a year or more can also take advantage of the Incentive Discount Growth scheme, "This scheme was descheme. 'This scheme was developed with the direct mail market in mind, to provide a facility for companies to test new lists at reduced prices," explains Mr Mike McManus, marketing manager for letter services at the Post Office.

This scheme offers a discount on the real value year-on-year increase in companies' postage bills for inland letter mail. The greater the increase, the greater the discount, up to a maximum of 20 per cent discount on an increase of 10 per cent or more.

Some direct mail campaigns also rely heavily on reply services, such as business reply and freepost. Normally the charges for these services are an annual licence and postage plus ip on each item received. But first time users of these services may be eligible for special introduc-tory offers, which waives the licence fee and means there is no postage to pay on the first 300 replies.

Established users of the business reply and freepost services who receive more than 50,000 items a year can apply for special discount rates.

maximum of 70 per cent for 750,000 or more.

These are only some of the special Post Office discounts available—full details can be obtained from a Post Office local Sales representative.

Direct mall, however, does not end with the UK market and the Post Office is also keen to exploit new markets overseas. To enable exporters to test the value of direct mail as an international marketing

as an international marketing medium, the Post Office has a free postage scheme for first-time users. "This means that exporter who has not pre-viously sent an overseas direct wously sent an overseas direct mail shot qualifies—even if he has already sent direct mail shots in the UK," says John Gibbons, marketing manager for international services at the Post Office. Overseas postage costs up to £22 are free and an exporter can qualify for up to £550 worth of free postage on bigger postings. on bigger postings.

Growing area

Using direct mail, however, also requires that the company concerned has a list of addresses of people who might be expected to respond to that mailshot. The list business is a rapidity growing area of direct marketing, estimated to be worth at least £12m a year on

A reasonable list can be worth £20,000 a year in extra income for the list holder, who gleans information every time coupon is clipped from a magazine or newspaper or a name and address written on the back of a cheque.

The list business is structured so that the list owner and the client are often brought together with the aid of a list broker. The broker advises, searches and negotiates for lists and handles the administration. In return, he takes a perce i age of the list price from the owner's fee, often 20 per cent. List brokers are a Based on a sliding scale, the discount starts at 40 per cent of the additional 1p postal fees gap in the direct mail business,

CASE HISTORY: FORD



Keeping the top truck image

"FORD GIVES you more" goes the slogan and that is just what the UK's number one commercial vehicle manufacturer sets out to prove with its continuous direct marketing campaign, now running into its third year.

Such methods are proving a highly profitable sale pitch for ensuring market dominance, a position Ford has enjoyed for the past 12 years.

Ford's very supremacy, however, in what is a fiercely competitive field, poses its own pro-

ever, in what is a fiercely competitive field, poses its own problems. How to continue the "top truck" momentum, spell out the message of quality of service in fresh language, how to sustain customer confidence, how to widen the consumer base by generating new leads for more specific mailing activity aimed at Ford's 140 specialist truck dealers. these have been prime objectives of the campaign.

corporate the effects of the recent Budget on vehicle purchase.

All mailings are personally addressed with reply-paid envelopes which invites a response by way of request for further free copies of the latest guide, together with a request for details of the respondent's vehicle fleet. Response to the guides has been "highly successful," says Brann.

Together Ford and specialists Christian Brann have pursued a vigorous direct marketing route, finely targeting key transport managers of commercial fleets, in terms of numbers of vehicles run, their transport managers of commercial fleets, in terms of numbers of vehicles run, their transport managers of commercial fleets, in terms of numbers of vehicles run, their paign. Together Ford and specialing route, finely targeting key transport managers of companies operating commercial makes, weights and body types. On the back of this information

existing mailing lists.

The initial Ford mailing in 1982 was 110,000 companies. This has now grown to some 145,000 companies about which 145,000 companies about the fact that

Such a detailed database has given Ford 2 valuable target brought in sales of £750,000 group for future sales efforts, and a series of mailings for the as well as, in Ford's view, con- Ford Transit van produced edge over

competitors. The programme is focused on a series of glossy information salesmen to pursue.

bookiets called, somewhat grandly, the Ford Fleet Effi-

the 'direct' route was taken the Ford dealer network is able because this commercial market was readily identifiable through existing mailing lists.

Ford now has vital fleet infor- is underlined by the fact that one mailing for the Ford Cargo truck last year costing £35,000 its 2,500 new prospects with a specific interest in Transit wased vehicles, hot leads for the Ford

Feona McEwan

TOP 20 DIRECT MAIL GROUPS IN UK by profit margin Profit Before Tax Profit/Sales 82/83 39.1 19.8 18.4 18.2 13.1 11.7 10.8 9.6 9.4 8.7 8.1 7.3 6.8 6.4 5.0 Time-Life International Oxfam Activities Dale House Mail Order 4.1 19.4 21.6 20.9 14.6 14.3 4.1 10.3 11.4 11.3 11.6 1.4 10.3 7.0 6.2 7.0 6.2 7.0 689 178 94 1,294 46 115 189,161 2,069 212 4,207 545 15 593 936 -5 668 3,885 1,352 39 293 201,384 3,007 J. A. Davis & Son 334, 2,704 2,038,000 31,331 2,127 45,665 8,332 1,105 6,666 12,648 N. Brown Investments Tolio Society The National Magazine Farepak Hampers World Wildlife Fund (UK) Oxendale and Co. List brokers, however, still have difficulties in persuading companies to part with lists of people they have on file although brokers prefer to believe this reticence is due to lack of understanding. Ambrose Wilson Britannia Music Company 8,636 10,654 59.411 Marshall Ward Maplin Electronic Supplies

putting together a direct mail campaign depends on a number of factors, suggests Mark Elwes, executive director of the Elwes, executive director of the Direct Mail producers Association. First, he suggests, is the question of scale. "If the campaign involves the production of several million items of mail over a limited period, then an agency with the capacity for such bulk is essential."

However, he says that "a smaller or more specialised campaign may well be more suitable for a smaller agency." He adds that "it may be that a project calls for specialist know-ledge of a particular industry or a particular subject, or for specialist technical facilities."

most of the major brokers in Finding specialist help with

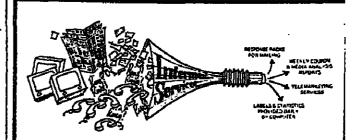
members and giving details of the areas of activity in which they specialise. "Once you have selected an agency or a short list of agencies which seem to suit your particular needs, a telephone call followed by a personal visit is usually the most practical first step," he

Profitable

One growth area in the services offered by direct marketing companies appears to be personalisation of both products that are sold and the information that is sent to potential customers. "For direct res-ponse companies, faced with specialist technical facilities." shrinking margins and higher Express have discretive discretive shrinking margins and higher overheads, personalisation benefits of personalisation benefits of personalisation benefits of personalisation promises the most profitable offers to customers.

area of merchandising for many years," suggests Stephen Sherwood, managing director of Sherelle International, Those mail order and direct response companies that have tested personalised products have found that they can once again achieve the margins that they need and, in addition, they have on average reached a higher level of response with a minimum number of returns.

Kaleidoscope, part of the W. H. Smith group, were among the first mail order companies to see the effect on sales of personalising a product. At the same time, organisations such as the Consumers' Association Reader's Digest, and American Express have discovered the benefits of personalising special



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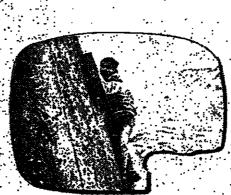












- when they appointed Wight Collins Rutherford Scott. The agency was only 31/2 years old - a mere babe
- But the choice was certainly appropriate.

 (We were asked to promote the Government benefits
- for growing businesses) And the results were certainly spectricular, In no time at all over 140,000 businessmen had replied. So many, in fact, that we were able to stop the . . .

And perhaps you know someone who diappreciate an agency that used his resources so effectively. (Hum, him?) If so ring Peter Scott at WCRS on 01-242 2800. Or just send us the coupon below

28,000 more people ked up the phone than icked up the scissors.



After all, what could be easier? They simply had to dial 100 and ask for Freefone Enterprise. All you have to do to find out about a most effective way of getting direct response for your company is dial 100 and ask for Freefone Marketing Services. TELECOM

How you can best profit from the world's most potent (yet least understood) marketing tool.

(you're in business you've certainly used the telephone many times to try to make sales. But how much do you know about the new ways the telephone is being and the remarkable results it is achieving? Here are the facts every marketer should know about today's telemarketing, sented by the people who know more on

in the United States the direct marketing medium now enjoying the largest expenditure is not TV or the press or even direct mail. It is the telephone.

The reason for this is that the telephone is being used in a totally new way. Companies like ICI. Ausun Rover, Keith Prowse and Bernal Wilsiam Landon Companies and Bernal Wilsiam Landon Company and Proposed States and Proposed Royal Viking Line are already discovering this in the UK. A carefully scripted outbound telemarketing orogramme can be a durect

line to increased profits for you. And we in British Telecom were convinced very early on of the future for elemari:euno. In recent months an impressive roster of blue chip

companies have called upon our services...and are reporting impressive results. HOW TODAY'S TELEMARKETING WORKS. The key to today's telemarkeung is controllability.

This is only possible when you have carefully prepared, aghily scripted telephone messages going out in large numbers to largened prospects For years many people believed that a scripted conversation would sound stitled and unnatural. But in the hands of skilled

telemarketing communicators a scripted conversation can sound just as natural as, for ance, dialogue on a TV show. WHAT TELECOM TELEMARKETING CAN DO FOR YOU WHERE OTHER MEDIA FAIL If you look at the telephone as a marketing

medium and not just an instrument of communication, then it has some very substantial advantages. Starting with the Direct mail - the next most personal markeung medium - is a good one to compare with the

difference in response can be quite staggering. A telephone programme can produce a percentage response two even five times larger than direct mail offering the same product or service frequently after the direct mail has already been tried.

Thus for many purposes, although the telephone is not cheap, in terms of cost ctivenessit can be the best medium of all.

Of course the telephone does not have

the problems every other medium faces.
When that relephone rings, people answer it. No other medium gets such an instant response. Not television, not radio, not ess-nothing. Even a salesman may fail to get in where the telephone can

And there are other significant benefits for the marketer who is keen

You can use the telephone, obviously, to sell your product or service to your target market. In this way it is just as accurate as direct mail. But you can mount a telephone marketing operation. much quicker No waiting for print and production. You just reach for customers instantly with the push of a few buttons. You can change what you

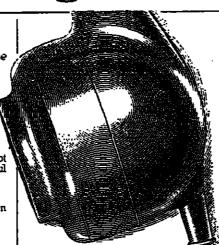
Want to say.
Once you have sent out a mailing package or an advertisement or commercial, that's it. You can't change it without considerable expense and time being involved. Because the telephone is an interactive medium you can discover very quickly which part of your sales

message is working -and which part isn't You make about your customers' attitudes and research tool. So you can change your message virtually overnight. You could never

You get instant results. It doesn't matter what you are trying to do-to get orders, to renew subscriptions, sell-in a new product, test a price...you know instantly whether you have a winner or not. The telephone eliminates much of the trial, error and wasted leadtimes of conventional marketing. HOW TO FIND OUT MORE.

do this with another medium.

Until you've actually seen a systematic, planned telemarketing operation in action you'll never really appreciate just how powerful a weapon it can be for you.



come in and see how they send out are monitored. how the scripts are planned to allow for the natural ebb and flow of conversation between the prospect and the

communicator, can you really appreciate We invite you to send now for further information. We have a carefully prepared brochure "A Direct Line to New Profits" which explains exactly how Telecom Telemarketing operates. After reading it you will probably want to come and talk to us and visit our facility and see exactly how things are done.

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But the important thing to do is to take the first step. The sooner you do it the sooner you can get this penetrating, fast moving new marketing medium to work for you. Simply pick up your phone now, dial 100 and ask the operator for Freefone Telemarketing. Why not

TELECOM

Important news from British Telecom... Important news from British

"Where can I get independent, top level, direct marketing advice

From INTERNATIONAL ASSOCIATES

Time and again senior managers ask this question. Unfortunately, time and again they fail to get an answer or at least a satisfactory one - because what they are asking for is in very short supply

indeed... You are undoubtedly aware of the rapid growth of direct marketing that is taking place throughout the world . . . growth that has created extraordinary opportunities, par-ticularly for companies who have not traditionally applied direct marketing techniques.

The trouble is - this unprecedented explosion has created its own problem-there are too few knowledgeable direct marketing professionals to meet the demands of marketing companies - THAT IS WHY INTER-NATIONAL ASSOCIATES IS UNIQUE.

World-wide network

INTERNATIONAL ASSOCIATES are an unusually experienced group of internationally known top direct marketing experts who have chosen to work closely together in a world-wide network, while retaining our individuality and independence. In this way you can get the best talent at no greater cost than using other competent but rather ordinary alternatives.

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Internationally Acknowledged Leaders

Each Associate is an acknowledged leader in the direct marketing industry in his own country. All have had senior board-level responsibility for direct marketing (usually as Chief Executive Officer) and each has extensive international experience.

Through INTERNATIONAL ASSOCI-ATES the talent and breadth of experience of any or all of the Associates can be made available to you on a consulting basis. That's why Associates are presently working for a wide range of companies throughout the

Some of the services we offer:

Help in deciding whether your company should add direct marketing to its marketing mix.

Direct Marketing Audits -The independent assessment of existing projects and opportunities and the maximization of both.

Business Opportunity plans -Strategic planning and development of direct marketing projects including the creation of effective and measurable plans.

Creation of copy and layout for Direct Response advertising and mailing programmes.

& Advice on and implementation of database management programmes for more effective use of existing customer files.

Advice on acquisitions and disposals of direct marketing

Evaluation of new media opportunities including teletext, cable television, persona computers and satellite broadcasting

The preparation of presentations to senior management, seminars for employees, and training

& Determination of personnel requirements and help with recruitment.

Alfa Romeo British Petroleum The Royal Bank of The Host Group Satellite Television Corp, BBDO International

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Whether you are a product or service company or advertising agency, if your company would like to know more about how this major new international resource could add strength to your total marketing effort, contact any of the Associates or INTERNATIONAL ASSOCIATES, Neumunsteraliee 6, Postfach 214, CH-8032 Zurich, Switzerland. Telephone 01-69 49 50. Telez 58896. You'll hear promptly from one of the associates.



INTERNATIONAL **ASSOCIATES**

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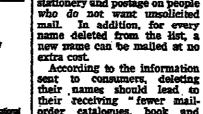
Some of the many fine companies we work with, worldwide

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Johnson & Johnson Rank Xerox Texas Instruments Pirelli 3M Readers Digest Time-Life

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How to find out more



order catalogues, book and record club offers, introductory offers of magazine and other subscriptions, household and garden requisites, and many other products." It appears, however, that obscene and other offensive

mail shots will not be stopped



The Post Office.

The board has two main functions. Firstly, from June last year it started a recognition scheme for direct mail agencies. To qualify, the agency must satisfy the board that it complies with the codes of the advertising Standards Authority and provides services only to clients who subscribe to those codes and contribute to the levy imposed by the ASA board of finance to fund the system once recognised. Direct mail agencies are then able to

use the board's symbol on their iterature.

The test does not end there, however. Recognised agencies are then required to make annual submissions of their trading accounts for the pre-vious year and the board can

withdraw recognised status if it finds the agency does not come up to standard. The "carrot" for agencies which became recognised is that they qualify for a refund of about 1 per cent on their annual postal bills for mail shots—a refund provided by the Post Office.

It is not only in the direct mail area of marketing tech-niques, however, that concern is being raised about standards. In telephone selling, a fast-growing area of direct market-ing, the Office of Fair Trading has taken a close interest in the consumer problems that arise from unsolicited tele-phone calls.

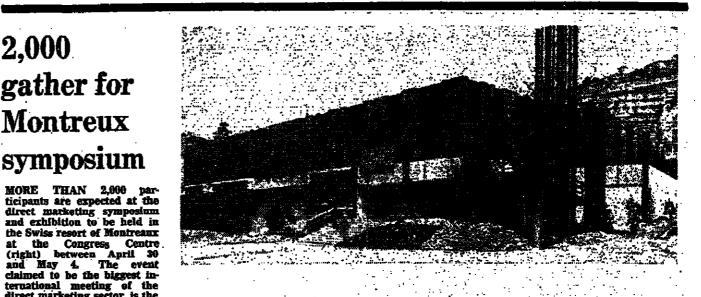
Telephone calls

In a special survey carried out last year for the OFT, it was found that of 1,500 adults who had a telephone at home, about a fifth had received un-solicited telephone calls. Gen-erally, it was those in London and the South-and who were in professional and executive jobs who were more likely to have received such calls. The average number per recipient was 2.5 per year, according to the survey.

The reasons for the growth of

telephone selling as a marketing technique are twofold. First, it has the advantage of being more immediate than other forms of direct marketing and also the contact between salesman and consumer can be especially use-

Alexander Commns Alexander Communications is



form of a programme on direct marketing methods in the sale of pharmaceutical products.

Special seminars will be held on how to solicit new subscribers, on relations with the Post Office and on computer services, direct marketing for advertising agencies and the print and

General interest include a half-day presenta-tion "principles of direct marketing," chaired by Dr American Bible Society, and a two-day seminar on the "Dialogue Method" of "Dialogue Method Siegfried Vergele, of Munich-based Institute Some 130 firms will be pre

senting their goods and services at the Montreux exhibition including advertis-ing and direct-response address-book publishers media, printers and envelope suppliers and various EDP

In connection with this

event there will be a special extalogue show of over 2,000 mail-order catalogues. new catalogue directory is also being sold by the exhibi-tion organisers at a price of

The programme will also include a number of EDMA and social events. In councetion with the Montreux meeting, the association is offering Symposium participates of the councert of the country of the cou pants a 50 per cent r on their joining fee.

John Wicks

David Churchill reports on the UK industry's efforts to improve its image

Post Office help in moves to screen mailing shots

DIRECT MARKETING in the UK has always had something of an image problem, a conof rapid growth the "cowboy" attracting the "cowboy" operators whose sole aim has been to make short-term profits harm to the industry's image. Over the past year or so, however, the industry has begun to put its house in order and appears so far to be winthe battle to build public confidence in direct

marketing techniques. The catalyst in this clean-up of the industry's image has been the Post Office which has latched on to the potential benefits of promoting direct marketing in the UK Already direct mail shots account for about a tenth of the Post Office's letter business and the proportion seems set to grow with the Post Office's continued

2,000

gather for

Montreux

symposium

direct marketing sector, is the 16th of its kind and combines

rogramme with a specialised

goods and services fair and

meetings of the European Direct Marketing Association

A major part of the con-ference will be given over to symposiums on individual aspects and applications of

marketing.

to the consumer."

include programmes on the use of direct marketing in editing and publishing, in financial services, for product

facturers and in "selling

hensive conference

The two main developments over the past year which have come about with the aid of the Post Office have been the setting up of the Malling Preference Service and the Direct Mail Services Standards Board.

The Mailing Preference Service was set up by the major industry trade associations and supported by the Post Office to counter the growing criti-cisms from consumer groups and others about the rise in unsolicited mail being received by the public.

As direct mail has grown as a marketing technique, so has the amount of unwanted mailing shots sent to consumers. The mailing preference service enables consumers who find such unsolicited mail an intrusion, into their privacy to "opt-out" of direct-mail lists.

Positive step

The snag is that consumers have actually to take the positive step of obtaining an appli-cation form to have their name entered into the service. So far almost 15,000 people have asked to have their names excluded from mailing lists — although over 1,000 people have asked to have more mail sent to them about certain product areas in which they are interested. Some 107 direct-mail opera-tors are part of the service, and more are being recruited. Each member-company pays 2 sub-scription based on its annual volume of mailing — less than 250,000 mail shots a year makes

the fee only £250; over 5m and the subscription is £1,000. The service is not entirely attruistic in that direct-mail companies have a vested interest in keeping recipients of mail shots happy (otherwise they will not want to buy the product or service being offered) as well as not wanting to waste stationery and postage on people who do not want unsolicited mail. In addition, for every name deleted from the list, a

sent to consumers, deleting their names should lead to their receiving "fewer mail-

because "companies supporting based in London and not in the mailing preference service Stockport as inadvertently do not send such mailings and stated in the Public Relations therefore the service cannot survey on April 12.



Sir Gorden Borrie, Director General of Fair Trading, sounds a warning that voluntary control in the UK meeds strengthen-ing to avoid a statutory code of practice to respect consumer's privacy. Right, Mr Anthony Painter, director general of the

than direct malling: between 1970 and 1982, the average cost of a telephone call fell by about 17 per cent in real terms, while average postal tariffs rose by nearly 55 per cent after allowing for inflation.

The OFT would like to see companies that sell by telephone

adopt a code of practice to respect the consumers' privacy, to be honest and courteous when making the call, and to give the consumer a "cooling off" period in which to pull out of any agreement made as a result of the telephone call.

'If voluntary control proves inadequate, I will consider re-commending the introduction of statutory regulations similar to those adopted in some other countries," says Sir Gordon Borrie, Director General of Fair

An international code of direct marketing practice might not be such a bad thing, according to Mr Anthony Painter, director general of the British Direct Marketing Association. Mr. Painter fold last year's direct marketing conference held in Montreux that the British direct marketing industr ywas trying to harmonise its regulatory devices. "Our task The other key development has been the setting up of the Direct Mail Services Standards when buying insurance, for exposed an independent body with the financial backing of the Post Office.

The other key development ful where the consumer does not would, I believe, be much easier if we were able to claim that when buying insurance, for exposure in the post of the Post Office.

The second reason is that the marketing."

However, he confessed to

However, he confessed to being pessimistic about an international code being agreed because of the rivalry between the U.S. and Europe in this area and also because the industry was too short-sighted. "It is an industry which seems to live only for tomorrow," he said. "The day after is left to chance."

77

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Our two hour discussion can analyse your own specific problems and objectives, and show you how we applied our experience to such diverse thems as a national cable TV company and a major charity, amongst others.

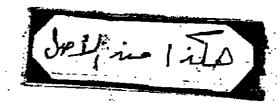
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Jason Crisp looks at the dramatic effects computer developments are having on refining the industry

Technology provides an accurate marketing tool

Fortunately such a night-marish dream is improbable. Nevertheless, technology al-ready has had some dramatic effects on the techniques of direct marketing and it is also bringing new media to the art. In fact through video discs and

Direct mail has been revolutionised by the computer and laser printing. Some 15 or 20 years ago direct mail had been done by rows of laddes at typewriters ploughing through the electoral rolls. potential tenants, and Rentokil promoting pest control to

Sophisticated

Today there are sophisticated computer databases as broad and as narrow as you would want. Many companies offer ingenious programmes for identifying the best potential customers, bringing together for the first time a range of data from different sources. The computer, combined with an aggressive attitude on the part of the Post Office, has probably been the major reason for the success of direct mail

The video disc and video tape recorder are quickly catching on as a major marketing tool Even viewdata—or videoter—is at last beginning to show com-mercial potential. Advanced technology is already being used in a wide variety of appli-cations, albeit on a limited Significant moves in-

advertised in its brochure **and** colour supplements. The com-pany now has a selection of on Prestel from the National videos on its holidays from Homes Network which has over colour supplements. The com-Greek islands to skiing in the French Alps. The company is one of the first to exploit the opportunity of marketing directly to the public via video. It is a recognition that video has achieved mass penetration in the UK, which has the highest concentration of video recorders in the world-over

sell to its 1,000 European dealers which handle its highly sell to its 1,000 European receive the BBC and I'v teledealers which handle its highly successful Personal Computer (PC). The videodiscs are linked to IBM PCs and can be used for training the dealer as well as a highly effective selling tool.

tool.

The programme on the discmade by the London-based
EPIC Industrial Communications—has been made so it can

and greater impact, and are a
long way from the image of
the poorly-printed leaflet stuffed
through the door.

The Post Office, which has

include slides, film, graphics, animation and text.

Using a touch sensitive television screen the customer can follow his own inquiries, with the viewer being guided by the computer. The video disc is the sophisticated Laservision system developed and made by Philips, the Dutch electricals group.

Its Electronic Post service.

This is a computerised mass mailing service. Anyone using the service supplies the Post Office with the artwork for its letterheading, the text of the letter, and a computer tape with a list of all the addresses to which it is to be sent.

The Post Office's own computer serts the addresses into

and VHD the system developed by Victor Company of Japan (JVC) and being sold—for commercial and industrial use The visionary in the marketing department might think would be heaven. Sophisticated powerful computers could identify with great accuracy potential customers who could be sent glittering wideo promotions cheaply and quickly. The customer would buy and the money would be in the bank before you could say "microchip."

(JVC) and being sold—for customers of the Post Office. As a consequence the Post Office has altered the emphasis of Electronic Post away from direct mail towards being a premium service.

The visionary in the marketing sold—for customers of the Post Office As a consequence the Post Office has altered the emphasis of Electronic Post away from direct mail towards being a premium service.

Sophisticated powerful computers which advertise the services of major companies, and the Post Office has object to post offices which advertise the services of major companies, and the Post Office has altered the emphasis of Electronic Post away from direct mail towards being a premium service.

Growth area

Most direct mail companies, however, are using computers to offer a much more sophisticated powerful computers are post offices which advertise the services of major companies, government departments and the Post Office has altered the emphasis of Electronic Post away from direct mail towards being a 15-minute-long programme of the Post Office has altered the emphasis of Electronic Post away from direct mail towards being a 15-minute-long programme of the Post Office has altered the emphasis of Electronic Post away from direct mail towards being a 15-minute-long programme of the Post Office has altered the emphasis of Electronic Post away from direct mail towards being a 15-minute-long programme of the Post Office has altered the emphasis of Electronic Post away from direct mail towards being a 15-minute-long programme of the Post Office has altered the emphasis of Electronic Post away from direct mail towards being a 15-minute-long programme of the Post Office has altered the emphasis of Electronic Post away f a 15-minute-long programme of commercials repeated through-out the day for five weeks. The PO claims it is likely to be seen

by 28m people. • A number of retail outlets are now trying video in shops.
Companies involved include
Olympus, Top Shop, Woolworth, Mothercare, and Boots. • Videos have been used by a videotex services such things wide range of companies to are already possible on a market their products in a limited scale. variety of ways. These include market their products in a variety of ways. These include Ford's launch of the Sierra, Anglian Windows promotion of double glazing, Barclays selling banking services to newly marrieds, Richard Ellis promoting office developments for notestial towards.

> • In the U.S., three major com-panies—CRS, the broadcasting giant, IBM the computer group and Sears Roebuck the retailing group—have set up a joint venture to provide a com-mercial videotex service for home computer users.

• Prestel, the world's first public viewdata service which has been pioneered by British Telecom at great expense and little early success is beginning to look much stronger. A scheme run by the Nottingham Building Society which gives account holders a free Prestel adapter and an opportunity to adaptor and an opportunity to use it for home banking and shopping has been a considerable success. Prestel can also be used for booking theatres, and hotels and goods can be bought using the major credit

clude:

Sunmed Holidays has had over 5,000 requests for video Prestel via a service from Mill feeds on the sunmed Holidays which it feed Services. Home buyers advertised in its honoluse and care the surface of the sun of the surface of the sun of the surface of 200 firms of estate agents. The English Tourist Board is developing a system which will enable anyone with a Prestel terminal to book directly in the UK.

New medium

Teletext, the broadcast ser Tectroters in the worns—over release, the strongers of inyorn.

So per cent of homes possess a vice which sends pages of information has created a new
medium well suited to direct
selling. Again the service has
been pioneered in Britain with
disc system which it hopes to
over in TV sets now able to receive the BBC and ITV tele

tions—has been made so it can be used to sell to first-time computer buyer or the most sophisticated. The programmes in the UK, is itself trying to exshown on a special TV screen ploit the new technology, with include slides, film, graphics, animation and text.

This is a computerised mass maling service. Anyone using

DRG turn envelopes into advertisements.

Your envelope is the first thing a prospective client sees. You've paid to put it right into their hands. Are you making the most of it?
A well-designed envelope does more than simply contain the mail. It creates interest. It provokes currosity. It says a lot about your

company before it's even opened. DRG create envelopes that get noticed. We can take your envelope and turn it into a hardworking sales tool. With printed messages or corporate insignia on the front, the back or the

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We know the Post Office pre-requisites and the requirements of mechanical inserting machines. And we offer a wide range of shapes and sizes, on a variety of plain, tinted or coloured

You only get one chance to make a good first impression. Make the most of it. With DRG custom-made envelopes.

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ENVELOPES

cated service. The personalisa-tion which is made possible by the computer and the much higher level of printing as a result of laser printing has

THERE ARE some who dream of a brave new "high tech" being installed in advertising world. In that dream we all agencies to give detailed in advertising installed in advertising play indulge in "teleshopping" and "telebanking" from the comfort of our armchairs.

The "home terminal" will still resemble the commonplace offor communicating entertaining, educating, and choosing goods, ordering them and paying for them at the touch of a button.

The "our teleshopping installed in advertising detailed in advertising offices. There the letters are printed by laser, put into envelopes—with up to four inserts—and fed into the first class mall system.

The Post Office move into electronically mailed letters are printed by laser, put into envelopes—with up to four inserts—and fed into the first class mall system.

The Post Office move into electronically mailed letters considerably upset the traditional suppliers of direct mail in 1982.

The main competition is better printing and entertain being installed in advertising offices. There the letters are printed by laser, put into envelopes—with up to four inserts —and fed into the first class mall system.

The Post Office move into electronically mailed letters considerably upset the traditional suppliers of direct mail into a major offices. There the letters are printing and fed into the first class mall system.

The Post Office move into electronically mailed letters considerably upset the traditional suppliers of direct mail into a major offices. There the letters are printing and fed into the first class mall system.

The Post Office move into electronically mailed letters considerably upset the traditional suppliers of direct mail into a major offices. There the letters are printing and entertain.

The better printing and trade approach has mail system.

The Post Office move into electronically mailed letters considerably upset the traditional suppliers of direct mail into a major offices. There the letters are printing offices. There the letters of the better printing

Corby, director of the Mail Users' Association reflects: greater planning over a longer period.
"Direct marketing is an

"Direct marketing is an opportunistic business so there is still the question of how soon it will develop to a stage where it is realy useful. If you are involved in mailing in the old ways there was always plenty of chances to bodge things up if you have late additions. With new technology the tolerance for error is reduced dramatically."



THE POST OFFICE'S new Electronic Post Service. The computerised system is based in six centres. A sophisticated laser printer produces complete letters, including an organisation's logo. A customer sends the text of the letter and the addresses to the Post Office on a computer tape.

The Po's own computer sorts the addresses and sends the information to the appropriate centre. The letters are

The priority service enables letters to be delivered the day after the PO receives the computer tape. The PO is now looking at ways in which the information can be sent direct from the customers' computers to its own without having to

Total capability in communications.

The technological revolution in direct marketing has begun and the National Networks division of British Telecom is busy providing the communications links that

are vital to its progress.

"Off the screen" marketing is already in being through
Prestel. In the Midlands, Homelink enables subscribers to do their shopping, their banking, to book holidays and pay-bills without leaving their own firesides.

A key element in Homelink and other such developments is National Networks Packet SwitchStream (PSS) - which provides digital data transmission of the highest quality at a fraction of the cost of private leased lines.



TODAY: MARKETING OPPORTUNITIES



American Express makes the integrity and economy of PSS data lines part of its marketing mix through an ingenious and award-winning programme.

A high proportion of Cardmembers travel regularly by air. American Express reaches out to them and to prospects

through its unique SkyGuide* SkyGuide* service. This makes publicly available through Prestel virtually up-to-the minute flight arrival and departure information from the 12 leading UK international airports.

award-winning

SkyGuide works 24 hours

a day, 365 days a year. It monitors some 700,000 aircraft movements a year, covering around 57 million passengers. Prestel subscribers can access this valuable information for just 10p plus the cost of a local telephone call. And they are currently doing so 100,000 times a month.

The ingenious SkyGuide programme has won awards from the British Computer Society for applications, and from the European Direct Marketing Association for an outstanding contribution to the direct marketing of high-tech products.

It enables the American Express viewdata computer in Brighton to monitor and reproduce in a standard format, flight information that appears in disparate forms at each airport. Both data integrity and overall cost dictated the choice of Packet SwitchStream for the vital link between the airports and

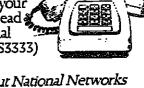
An elegant example of total capability in communications - via National Networks.

*SkyGuide is the business name of American Express Flight Information Display Service.

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T'ELECOM The power behind the button. National Networks

Women in business

Katie's Kitchen: serving the big chains

hate it now." So say Vivienne the small company into the big cooked food as well as its Flowers and Jenny Leader, league by asking for regular traditional pizza range. It has founders of Katie's Kitchen, makers of oven-ready fresh foods destined for supermarket

It was the pizza which gave and quiches to small delicates-Flowers and Leader their first sens, business success. Today they turn out 35,000 pizzas a day but this is no longer their sole pro-

Katie's Kitchen is a venture that started out as a way to earn a bit of extra money while they ere at home with three small ildren each. "We wanted to £100 each. Twelve years on and the turnover is about £2.5m and to Lombard North Central, the

operation they will have the scope to double their sales.

Katie's Kitchen now supplies chilled foods to many of the large supermarket chains—

its first purpose-built factory in International, Waitrose, Tesco, Sainsburys and Safeway. The company has hit upon the one sector of the industry—fresh foods—which is expanding. Both turned and frozen food have

supermarkets. Until then, Katie's Kitchen had sold a variety of chilled foods—pizzas

sens.
"Waitrose forced us to raise explains our standards," explains Flowers. The company gradually dropped out of supplying to local shops and concentrated on its pizza product line. To cope with its early growth

a £120,000 investment was needed in product development do something which would fit in with school hours," says Flowers.

Their initial investment was known both Flowers and Leader finance company which eventu-

carry out a military-style operation to move to its new location from Wembley where it has been for the past five years.

The company plans to produce the reference in no ning food companies since it is one would go home until it was "an ideal business for a finished. The atmosphere was woman," She has never found great," says Leader. Several any discrimination: quite the people who joined the company reverse—many people have

league by asking for regular traditional pizza range. It has large orders to supply all its already introduced filled baked supermarkets. Until then, potatoes and cauliflower cheese. On May 2 a hot "Snack in a Ban" range will be launched with various fillings.

> One trend which is to the company's advantage is a broadening of British tastes. When Katie's Kitchen was at its embryonic stage the response to foreign food, especially anything with garlic in it, was often "I don't want any of that foreign muck," according to Flowers. Now a popular product is a French bread stick covered in lashings of garlic and herbs.

they set up Katie's Kitchen with no business expertise or management training. Everything has been learnt from practical experience. A loyal



ader (left) and Vivienne Flowers: 35,000 pizzas a day

on its first day are still there.

gone out of their way to help. eon its first day are still there.

Even while the company was growing, commitments at home were still fulfilled: "We didn't want the home to take a back seat." Usually they managed to work to school hours but involved in high technology with automated machinery and bipler standards of hydrogen. cult. The only thing that higher standards of hygiene. Leader regrets now that work Still, she does not want to deter has taken over the greater part the entrepreneurial spirit and of her day, is "I haven't got a advises would-be business Wealdstone in North London. On August bank holiday it will carry out a military-style operation to move to its new location from Wembley where it has been for the past fine wealdstone in the past fine wealdstone in the production line when necessary.

Flowers and Leader have stood alongside employees on the production line when necessary.

Flowers and Leader have stood alongside employees on the production line when necessary.

If a large order came in no one would go home until it was been for the past fine wealth and advises would-be business women: "You have to believe there are so few women running food companies since it is a lot of confidence and be very determined business for a determined business would-be business would-be business would-be business women: "You have to believe there are so few women running food companies since it is a lot of confidence and be very determined by the production line when necessary.

The atmosphere was a lot of confidence and be very determined by the production line when necessary.

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Elaine Williams

A voyage of self-discovery

"WITH TWO small children—one aged three years and the other 18 months—I wanted to be in business for its own work from home and fit them sake." she says of the change. into my life a bit more," explains Joanna Kissin. "But as own terms. One reason was to a company person that is just see more of the children but I

Like many career-minded in my job. When somebody told mothers, Kissin faced this me that I could do it standing dilemma recently when she was on my head I realised I ought publicity officer for the Music and Arts Department of the BBC. Since taking the plunge four months ago and setting up to have achieved both an ideal compromise between family and job and business success well beyond her initial expectations.

days a week self-employed than she did working five days a

"I was not motivated pri- had no idea of the likely arily by an over-riding desire response. "People don't realise also felt I had reached a plateau

Ten years in television and the arrival of Channel 4-not her own public relations con-to mention cable and satellite sultancy, however, she appears on the horizon—suggested there was a good market in specialist PR on the outside.

beyond her initial expectations.

With the end of her first accounting period looming up, for example, she reckons she now earns more working three

Discussing her first steps into self-employment, Kissin says she accounting period looming up, for example, she reckons she number of approaches and enquiries she received after advertising in the trade press. She started, of course, with lots

built in

1978

that if you go on your own there is a whole world out there waiting for you." Self-employment, moreover,

has been a voyage of self-discovery. "It has brought out discovery. "It has brought out skills and qualities I didn't know I had in me," she explains. You can be very complacent as an employee but when you're on your own, especially in this business, you have to give more than 100 per cent each day. What's more, you're only as good as your last job."

Her first five clients include a TV production company making a Channel 4 series, the London Mozart Players (undergoing a change of image under its new artistic director, Jane Glover), advertising in the trade press. another PR company (for which She started, of course, with lots of contacts and no clients but Music Now, Yehudi Menuhin's

musicians. "The PR company, for example, asked me to do a feasibility study-something I'd never done before. I took a big gulp, discovered that I had the inside knowledge and ability to do it and found the experience very satisfying."

Kissin intends to expand gently, deliberately shunning the plush office, high overhead image of many PR firms. The indispensable answering machine, an electronic typewriter and numerous directories are her only items of tories are her only items of capital expenditure so far. "The plan is to walk before I can run," she says. She has no desire to move into other types of PR but could combine with another, like-minded individual if the business gets significantly

Small business abstracts

gensed from the abstracting journals published by Annac management Publication Licensed copies of the original articles may be obtained at £3 each (meluding VAT and p+p; cash with order) from Anbar, FO Box 13, Wembley HA9 8DJ.

Life-cycle changes in small family businesses, R. B. Pelser and L. M. Wooten in cusiness Horizons (U.S.), May/June

Examines difficulties family businesses face in coping with growth and expansion; discusses the characteristics of small family firms; suggests that a "life-cycle crisis" occurs when the rounding and second generation goals collide; analyses "management" and analyses "management" and "family" issues leading up to a crisis and advises on resolution.

Managing stocks in a small business. L. H. Beard and others in Business (U.S.), April/June 1983

Describes different types of stock holdings, and related control systems, explains the calculation of holding levels, and suggests strategies to increase

Developing graduate skills. Industrial Society (UK), September 1983

Outlines the objectives of the government-sponsored Teaching company Scheme—to develop young graduates for careers in industry, improve manufact; ing through its use of academic knowledge/advanced technology, and increase industrial/ academic collaboration by providing reasearch projects Describes how it works, and the benefits it provides for participants, firms. particularly smaller

Internal theft reduction. W. Formby and V. L. Williams in Business (U.S.), Summer

Discusses types and methods of internal theft and argues that, since it is a frequent cause of small firm failure, it warrants closer management scrutiny despite the view that losses are inevitable and tighter controls cumbersome/expensive; con-tends that employee selection is the first line of defence, and outlines ways of recognising employee dishonesty.

Pensions. J. Prett and others in Accountancy (UK), July 83. A six-short-papers review of the pension scene, with particular emphasis on the effect on employees of job mobility, and on the position of working Tim Dickson directors of smaller companies. companies concerned.

'Brain drain' hits ICFC

BY TIM DICKSON

ICFC, the UK's best known pro vider of long-term finance for small companies, is suffering from its own "brain drain." The boom in venture capital

— inspired partly by the Busi-ness Expansion Scheme (BES) — has created new opportunities for UK-based investment managers with the right skills and has precipitated a rash of departures over the past 18 months from ICFC's regional offices and Lendon hendquarters. Four ICFC managers for

example, have left to run funds set up under the BES, while a further two have gone to develop venture capital activi-ties for other major City of

Publicly ICFC is philosophical about the defections and claims that they are a reflection of its own expertise and josation in the marketplace. Privately, however, senior executives of Investors in Industry (ICFC's parent) are extremely worsied by the dmin on middle manage ment talent and the gaps in experience which have been

The latest ICFC executive to be tempted away is Donald Workman, until last week the manager of ICFC's London East office. A full announcement is expected tomorrow that Workman is to be managing director of the new Castleforth Fund, another BES fund set up this time by the Royal Bank of Scotland, stockbrokers Laing and Cruickshank and the Scottish Northern Investment Trust

Castleforth, which is looking for up to £3m from private individuals to invest in unquoted companies, will be the third new BES fund announced for the 1984/85 financial year. But it is believed to be the first without a 1983/84 predecessor Many of the subscriptions are expected to come from private clients of Laing and Cruick-shank the Royal Bank and Pauli & Williamsons; the Edinborgh solicitors who manage the assets of Scottish Northern, but Castleforth will also be mar-

keted nationwide.



Ironically, the brains behind the initiative is Robert Smith, a general manager of the Royal Bank but ICFC's assistant general manager until he resigned 18 months ago to take up his present post. Smith, who is managing director of the bank's corporate finance subsidiary, has 15 years' experience in the assessment of venture capital proposition, management buy-outs and share reconstructions.

Workman, meanwhile, is leaving a safe and highly paid job at ICFC to confront the brave new world of the BES. (He will start on a lower salary but will have a direct share in the options which the managers of the fund will be alllowed to take in investee companies). "After so many years of helping other people to do their own thing and build up their company, I just wanted to see if I could do it myself," he explained yesterday.

Other ICFC "alumni" rently making their mark with BES funds are former Leeds manager Barry Anysz, now chief executive of Yorkshire Capital Ventures; Paul Brooks, for-merly ICFC Nottingham, now with Charterhouse Business Expansion Fund; and Dr Richard Hargreaves, formerly ICFC London, now Baronsmead Business Expansion Scheme. In addi-tion, Robert Drummond, an-other assistant general manager It will be based in London is about to leave to join a ven-and will be seeking to invest ture capital partnership and between £100,000 and £250,000. Jeremy Hayward (ex ICFC in qualifying UK businesses for (Edinburgh) has gone to help up to 25 per cent of the develop the venture capital enlarged share capital of the activities of bankers N. M. companies concerned. Rothschild.

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THE ARTS

Così fan tutte/Covent Garden

Max Loppert

The ways of our Royal Opera are strange indede. The latest revival of its 16-year old Cost, revival of its 16-year old Cost, lowest level yet of gross high ing a week of Midland Banksponsored Proms, is a case in point. All six singers are new point. All six singers are new to their roles in this house, though practised in them else-where (only Benjamin Luxon was essaying Guglielmo for the very first time); they formed, in essence, an attractive sextet, not perhaps naturally adapted to the kind of seamless blend to the kind of seamless blend that ideally suits this most limpid and beautiful of vocal divertimentos (which is what this extraordinary opera must also be accounted), but with distinct and—even in the sad conditions in which they were actually presented on this occasion—evident potential.

programme biography contains a full list of the renowned pianist's previous engagements, this is his second operatic assignment (the first was a Traviata in Darmstadt). The one point upon which an other-wise stylistically ragbag performance was united through-out the evening was Mr Eschenout the evening was Mr Eschen-bach's utter readiness for such an opera in such a house. Put simply, he lacked the technical simply, he lacked the technical to having off his inter-tone with the such as the ho-ho-ing of every patch of semiquavers) upon a stave, well-tuned line. pretative ideas; and as a result those ideas—extremes of tempo were their most notable mode of expression — seemed in almost every instance illjudged, jejeune, and unforgivably tedious, while often (as in an agonisingly slow "Per pieta") stretching the singers on a rack of discomfort.

disheartening enough. But the John Copley production, which even in pristine estate was ever ready to indulge in an excess of comic

manoeuvres, has in Christopher Renshaw's care collapsed to its opera that can seem to touch the highest and most mysterious pinnacle of the art was made to come across nearly as devoid of shaded meaning and emo-tional complexity as the music would (even in these unhappy circumstances) permit My heart went out to the singers, for I know how much more each one of them could have been encouraged to give; as it was, only the Alfonso of the distinguished Italian veteran Rolando Panerai, not always absolutely in tune but still ripe

of tone and still savoury and stylish in utterance, could at Having done so, the artistic administration then elected to torpedo virtually any hope of trealisation of that potential by offering the conductor's post to Christoph Eschenbach. If the with great energy slammed it to the house, the Doragon of the conductor of the conductor of the conductor of the conductor's post to the conductor's post to common view of Despina and the conductor of the conduc out into the house, the Dorabella of Ann Murray (from whom one particularly expected resolute in maintenance of an irritating skittishness. In a strong, proudly sustained "Tradito, schernito," Francisco Araiza made some amends for the colourlessness of his Fer-rendo earlier, and for the vocal

> her to present a Fiordiligi of a quite different stamp from pre vious Royal Opera incumbents grand, dramatically heightened, voiced on the proudest classical scale. We were allowed more than a hint of this in "Come scoglio," but as the evening pro-gress and the call for subtlety became more imperative, Miss Connell's newly acquired dis-tinction of bearing appeared to leave her and a host of fidgety mannerisms from the past returned to take its place.

Mahler & Strauss/Festival Hall

Dominic Gili

Last Thursday's concert was a triumphant finale to the Philharmonia's "Mahler, Strauss and their influence" series under Simon Rattle. The series as a whole, indeed, has been a double triumph: for the Philharmonia, unarguably conleading orchestra; and for Rattle himself, who has proved that if he is not yet a great conductor (the title is not so early or so easily earned), he is already a conductor in whom

the sparks of greatness are perceptibly alight.

There was no Strauss in this final programme (the series title has in any case been more of an excuse than a theme). And any excuse at all was good enough for such an opening account as Rattle gave of Orchestra op 6—the evening's catalyst, alive with electric currents, crafted with the utmost delicacy and clarity, one of the most magical Webern paragraphs of the last song, performances that I can where the thread can so easily remember. The tiny fragment run slack — Das Lied was of the third piece was a marvel- magnificent.

dark, was truly terrifying at its climax. The American mezzo Florence Qivar was not the ideal soloist in Berg's Seven Early Songs: a

lous distillation, rarely so exactly caught; the miniature funeral march, sepulchrally

promised well but in musical delivery was curiously un-focused, unpoised. Diction was poor; words generally were unrelished, unpointed; the emphasis was everywhere general rather than particular and precise. The orchestral playing, however, was so fine, as it was also in Mahler's Das Lied. von der Erde after the interval, that one could forgive without too much difficulty the expressive shortcomings of Miss Quivar and of John Mitchinson who joined her. Their singing, merely adequate, made small impression; instrumentally — above all in the long drawn out

Texaco/NYT play competition

British playwriting competition ing writer under the age of 21.

—£3,000—is being offered by The judges panel will consist —£3,000—is being offered by The judges' panel will consist Texaco in conjunction with the of Michael Croft, Director of National Youth Theatre of NYTGB, Michael Coveney, Great Britain. The competition, drama critic, Financial Times, now in its second year, aims to encourage new writing for young people and is an exten-sion of Texaco's general spon-sorship of the National Youth

The first prize of £3.000 also offers production of the work as The Texaco Play in the as The Texaco Play in the Tuesday June 26. With book and National Youth Theatre's 1984 lyrics by Julian More and a summer season. Second prize score by Gilbert Becaud, it will

The largest first prize in any be awarded to the most promis-Bryan Forbes, Diana Quick, Charles Sturridge and Simon

'Roza' opens in June The new Harold Prince musical Roza opens at the Adelphi Theatre in London on as The Texaco Play in the National Youth Theatre's 1984 summer season. Second prize is £2,000, third prize is £1,000, and a special prize of £500 will a special prize of £500 will a second prize is £2,000, the directed by Harold Prince and a special prize of £500 will a second prize is £2,000, the directed by Harold Prince and a special prize of £500 will a second prize is £2,000, the directed by Harold Prince and a special prize of £500 will a second prize is £2,000, the directed by Harold Prince and a special prize of £500 will a second prize is £2,000, the directed by Harold Prince and a special prize of £500 will a second prize is £2,000, the directed by Harold Prince and a special prize of £500 will a second prize is £2,000, the directed by Harold Prince and a special prize of £500 will a second prize is £2,000, the double bass and of rare excellence—Mr Araiza in phonic drama, slipped down execution and genuine exceution and genuine execution and ge

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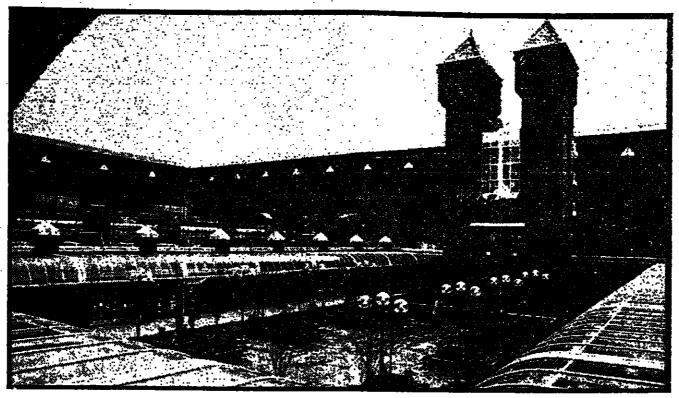
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Ealing Broadway Centre—shopping mall: "the town square is dominated by a pair of towers with tiled pyramid roofs."

Architecture **Colin Amery**

Pilgrims, come to Ealing

Ealing, in West London, is likely to become a place of architectural pilgrimage. It has always been on the route of all those who appreciate the work of John Scane, who built there his own villa Pitzhanger Manor, at present the public library. There are other architectural pleasures — a powerful brick 1860s rebuilding of the parish church of St Mary by that rogue architect S. S. Teulon, and a series of agreeable Georgian and early 19th century classical houses by the green. But now there is something quite re-markable to see that is almost completed.

At the very centre of the suburb lie 12 acres of shopping and office premises, what used to be called in the 1960s, "a central area redevelopment." Immediately the mind's eye has a picture of the concrete layers of a multi-storey car park, the ugly roof line of water tanks and unconcealed services, and the monotonous mediocrity of the system built centre full of

Imagine instead a brick citadel, high walled with soaring towers reminiscent of Carcassonne as restored by Viollet-le-Duc. This is the distant picture of the new Broadway Centre at Ealing designed by Building Design Partnership for John Laing Development Services.

Were the paid witnesses.

Ealing's protestors were not simply negative. They produced credible alternative proposals. They made an audio visual presentation that extolled the qualities of the suburb, displaying its Edwardian character and green snaces. After the 1978 inquire Laing Development Services, and the Land Securities Invest- brief was the insistence that by a pair of towers with tiled Keith Scott.)

ment Trust. When you approach closer to the new heart of Ealing it is detailed and designed in a way reminiscent of a Victorian building by Alfred Waterhouse, boldly scaled and clearly ordered with a hierarchy of comprehensible spaces.

The bistory of this successful and the winning scheme would be the one judged to be most in the one judged to be most in the one judged to be most in the occupant the obstory of the winning scheme would be the one judged to be most in the occupant the obstory of the successful and scheme would be the one judged to be most in the occupant the obstory of the successful and scheme would be the one judged to be most in the occupant the obstory of the winning scheme would be the one judged to be most in the occupant the obstory of the successful and scheme would be pyramid roofs. Suddenly we club, along one side of the square, is like the prow of a victorian pier but topped by a loud applause by the said loud applause by the Ealing Civic Society. How rare at bay windows; they are built of reconstructed Portland Stone

The history of this successful conqueror of the developers' squalor of the 1960s is a revealing story. It tells of the power of the local residents; it reflects the disatisfaction that prevails with mechanistic architecture; and culminates in a powerful new structure that inspires respect and admiration. It was the local pressure

groups who decided in the late 1960s that they did not want motorways and tower blocks in the heart of Ealing. Up to the curse of concrete and the seven local groups campaigned instead, " to put the heart back into Ealing." In the late 1970's, into Ealing." In the late 1970's, well as shopping the centre at a public inquiry into proposals by Grosvenor/EMI for a commercial and shopping and a considerable quantity of centre, the only supporters were the paid witnesses.

Ealing's protestors were not this disparate range of uses has

a thing it is — a new, large of reconstructed Portland Stone building that is actually loved. with gables and hipped dormer What is particularly rewarding about the Ealing centre is that it has successfully smothered that old jinx—that to be economically viable a new building must be devoid of decoration, colour and form. At the heart of the centre is a Town Square from which the great variety of architectural treatment can be seen and enjoyed. Commerce and creativity have combined to banish anonymity of abstraction.

It is a complex project. As

been to use a language and the materials that evoke a substantial civic presence. This is not a modest creation. To satisfy the local residents' demand for an expression of the architec-tural character of the Borough windows and slate roofs.

Like the Hillingdon Town Centre (by Robert Matthew, Johnson-Marshall and Pariners) Ealing is the style of the suburbs writ large.

Is this new architecture a kind of fancy dress? Is there something not quite straightforward about the draping of contemporary commercial activi-ties in a cloak of historical styles? I think the Ealing Centre is more inventive than that. It has faced up to the problem of making large scale uses fit into the suburban fabric. It succeeds with drama and toughness without causing any alienation.

It is sad that the centres of Birmingham, Bristol, Glasgow and so many other towns that suffered the scourge of the '60s, were not treated with the same degree of care. What Ealing proves above all other things is that local vigilance and a good architect can work wonders.

Abbado's Ninth/Festival Hall

Max Loppert

The London Symphony cycle apposite here than in the in the Scherzo quite prepared each passing page. This was the of Beethoven concerts under Second Symphony, last week, one for the flowering lyricism conductor transfigured, the Claudio Abbado came to sudden but the want of a properly of the slow movement—one of incandescent Abbado remem-Claudio Abbado came to sudden splendid life, last Sunday, during the third and fourth implicit therein. movements of the Ninth Symphony. The preceding parts of the concert had not prepared one for ths, Abbado's Eighth to greater power of statement— Symphony was fluent, lithe, the opening was keyed-up with well-sprung but essentially dramatic portent, and though devoid of wit, of new vistas in the imperious return of D opened up in surprises of detail minor later on the tug-of-war speak for himself.

(the repeated descent to a low between bass and treble lines Though Abbado C sharp in the course of the of thought was obscured by urgency, sometimes forced the finale, one of the most glorious over-active timpani, the distance ensemble of the Finale opening inventions of Beethoven symbol between sincere exactitude of statements (the double bass and C sharp in the course of the of thought was obscured by

classical dimension, in more than one sense, remained

those rare moments in the concert hall when almost everything falls into place, where utterance is provoked by no metaphysical hand-wringings of the music, but which achieves the illusion, precious in this quantities of bright, unstrained symphony above all, that tone; three members of the cur-Beethoven is being allowed to

Though Abbado, in headlong

bered from the opera house but seldom encountered in the concert hall; and the result was a the simple eloquence of melodic glowing, exhibarating climax to the work rather than merely the usual enthusiastic tumult The LSO Chorus provided heroic rent Royal Opera Così cast, Connell, Araiza, Luxon, all in wonderfully improved form, came together with Alfreda Hodgson to form a solo quartet of rare excellence—Mr Araiza in particularly, thrillingly bold, was unrecognis—le as the rather

Turandot/Theatre Royal, Glasgow

Max Loppert

The new Scottish Opera pro- understanding of the word. uction of Puccini's last opera. Nothing actually fits, or takes duction of Puccini's last opera, unveiled last night, is a massive bout of producer's ego-tripping weakly disguised as a profound and innovative attempt to get to grips with the creator as well the audience could have hoped as the creation. This is Tony Palmer's first opera production; this level of nonsense; and at and in it he has taken some of the close, when the Alfano the biographical method practised in his (wildly over-"Non plangere Liu" section stuck on to provide the finale, praised) composer portraits for television to an absurd and contemptible artistic conclusion, The thinking behind the pro-

Palmer's apologia yesterday morning. (It appears nowhere in the company's own guide to the opera, which gives an entirely conventional Turandot synopsis — did no one at Scottish Opera actually consider the mystification that might descend on the poor newcomer to the opera who hadn't seen the newspaper and who was attempting to square what was seen with what was read in the pro-

Basically, it runs in summary thus, In 1909 the Puccini household maid Doria Manfredi was hounded to suicide by the composer's wife Elvira, who accused her of being one of the composer's many infidelities. The central triangle of an opera that cost its composer greatest toil (and which, of course, he died leaving incomplete)—that of amorous prince, icy empress, and self-sacrificing slave-girl—affords notable parallels with this slice of Puccini biography.
(Mosco Carner, in his celebrated study, has outlined them with illuminating percipience.) Why not go a stage further, and re-work Turandot the opera to disgorge that slice of biography as well?

reason for not doing so is made plain in the actual experience, which amounts to a monstrous impertinence, and

also to an act of artistic misconstruction on a truly mind-boggling scale. What we see— Puccini's Torre del Lago hunting lodge and life implanted on the opera, Liu as Doria, Turandot as Elvira, and the minor functionaries and chorus ably crude, though it chimed got up in various Sino-Tuscan well enough with the work of combinations—makes in any the producer, who seems at cumulative reckoning for bottom not to have responded cumulative reckoning for bottom not to hav nonsense in the strictest to the score at all

Passion Play/Wyndham's

James has been married for

dramatic life as an actual act of music-theatre. Only a performance given in the original language rather than that of stuck on to provide the finale, that level of nonsense reaches its peak.
This is, apart from anything

duction was revealed, Sara else, a terribly boring Turandot Keays-fashion, only to The —the effect of fitting it together Times, which printed Mr has required the production to be delivered in near-oratorio stasis, and what one is used to thinking of as an opera of repellently calculated theatrical brilliance is denuded of almost all that theatricality. The pity is that in musical terms the performance might have given the basis for a more than respectable "real" Turandot. respectable "real" Turandot. The last-minute indisposition of Linda Esther Gray was a disappointment substantially made good by Ludmilla Andrew's highly professional account of the title role, honestly sung, and uttered as though the words could actually mean something to the audience. Eduardo Alvares's Calaf, not always steady in high phrases, is strong, musical, and dignified Puccini's characteristic dressing gown, cravat, and moustache. Marie Slorach's Liu-Doria is very touching, though last night she could not quite spin her tones out; and the lesser roles, led by Willard White and Alan Oke, are soundly filled.

In the pit, Alexander Gibson conducts an account of the music a little short on forward projection but full of appreciation for the richness of the scoring and the melodic invention. It was hard, though, to understand how he could have permitted Mr Palmer and his "sound-designer" (horrid term!) to usurp his and Puccini's proper functions by extrapolating parts of the choral and instrumental texture for amplification all over the theatre. The effect was laugh-

B. A. Young

fashioned piece about a mature married couple and an Other Woman. What Peter Nichols has done to it is to divide his nas done to it is to divide his two principals into ego and id. James is Leslie Phillips, decently dressed, decently behaved, offering what I've long wanted to see, the admirable style with which he can play a serious part. Jim on the other Laing Development Services, spaces. After the 1978 inquiry the architects have aggrandized the London Borough of Ealing, a developers' competition was the essential Ealing elements. Centre is by Building Design hand, is Barry Foster, tie-less and the London Securities Invests, heid and firmly stated in the The Town Square is dominated Partnership, partner in charge curls.

a quater of a century and is flexing his 25-year itch with Kate, a girl younger than his own daughters, Heather Wright as bright as her costumes. His affair is suspected, then de-tected by his wife Eleanor — Judy Parfitt as serene and re-spectable as Mr Phillips, alias Nell, Zena Walker, more easily excited and bearing a signifi-cant resemblance to Kate.

The two pairs divide their respective dialogue between them, sometimes with both halves of the character on stage together, sometimes only with that half appropriate to the current behaviour. The effect is sometimes oddly reminiscent of O'Neill's Strange Interlude, with words and thoughts consecutive. It is certainly effec-tive for the most part, but I after a time, and thought wist-fully how things would go if the Park, Southwark, and Lampton egos and the ids had been com- Park, Hounslow.

Basically this is an old bined—especially as there ashioned piece about a mature were occasions when I wasn't parried couple and an Other quite sure that the right half had been given the lines. But approve the system or

not, the playing of all five characters is delicious. There is no attempt to impose any similarity on the separate fragments, who appear like pairs of players playing the same parts simultaneously. Besides the eight actors required to fill out cant individual is Patricia Heneghan as Agnes, whose husband was lured from her by Kate before, on his death, she turned ber tireless attention to James. The production, which makes use of a set with a revolve and other mechanical aids, is by Mike Ockrent, and the set design ("very Habitat," said my neighbour) by Martin Johns. No credit is given for the fortissimo choral music that divides the scenes.

GLC's May Day music Music stars of the Sixtles including The Searchers and The Swinging Blue Jeans will be participating in the Greater London Council's free festivals to celebrate May Day.

The first festival is at Vic-toria Park, Hackney, on Sunday May 6. It will feature music tive for the most part, but I from Dave Berry and The confess that I grew tired of it Swinging Blue Jeans. On May 7

Arts Guide

Music

VIENNA

Vienna Symphony Orchestra, conducted by Heinz Wallberg, Schubert,
Mozart, Brahms, Strauss, at the Mu-sikverein Brahms, Saal. (Mon). leder Evening: John Shirley Quirk, Sara Watkins, Martin Isepp, piano. Busoni, Poulenc, Britten, Trubitt.

Micholas Cleobury with Paul Coker, piano. Nicolai, Bizet, Grieg and Tchzikovsky. Barbican Hall (Thur) Busoni, Poulenc, Britten, Trubitt. Konzerthaus, Mozart Saal (Tue). English Chamber Orchestra conducted by George Malcolm, harpsichord with Jose-Luis Garcia, violin and William Bennett, flute. Back. Queen Elizabeth Hall (Thur). (928 3191)

LONDON

St George's Day concert with BBC
Concert Orchestra and Leicester
Philharmonic Choir conducted by
Ashley Lawrence, Programme of English music. Royal Festival Hall (Mon). (9283191)

Royal Philharmonic Orchestra conducted by Norman del Mar with Philip Fowke, piano. Tchaikovsky, Rachmaninov, Elgar and Ravel. Barbican Hall (Mon). (638 8891)

London Symphony Orchestra conducted by Claudio Abbado with Maurizio Pollini. Beethoven. Royal Festival Hall (Tue) Kyojim Mori, cello and Yasuko Katay-

ama, piano. Beethoven, Schamann, Cassado and Dohnanyi. Purcell Room (Tue). (9283191) Royal Philbarmonic Orchestra conducted by Yehudi Menuhin with

Claire McFarlane, violin. Beethoven, Vaughan Williams and Sibelius. Barbican Hall (Tue) London Mozart Players conducted by Harry Blech with Tomotada Soh, violin and Ifor James, horn Haydn, WASHINGTON

National Symphony (Concert Hall):
Andrew Davis conducting, Elmar
Cliveira, violin, Vanghan Williams:
Mozart, Schumann (Tue, Weds mat.
Thur). Kennedy Center (254 3776) Schumann, Weber and Dvorak. Roy-al Festival Hall (Wed) London Symphony Orchestra: Ballet music introduced and conducted by Antony Hopkins with Marguerite Porter, soloist of the Royal Ballet. Barbican Hall (Wed)

New York Philharmonic (Avery Fisher Hall): An elbow operation has side-lined Zubin Mehta for six weeks. Conductors to be announced for reg-ularly scheduled programmes. All Beaking programmes. All Brahms programme with Marvis Martin, soprano; Thomas Allen, bar-itone; Westminster Choir directed by Joseph Flummerfelt (Tue); All-Brahms programme with Isaac Stern, violin (Thur). Lincoln Center.

(8742424)

Carnegie Hall: National Orchestra of New York, Alvaro Cassuto conducting, Abbey Simon plano. Liszt, Rachmaninov (Tue); Boston Symphony. Seiji Ozawa conducting; Ivo Bosconii h. nino. Tehaileneku Pogoreh.h. piano. Tchaikovsky, Shostakovich (Wed, Thur). (2477459) Merkin Hall (Goodman House): Charles Libove violin and Nina Lugovoy piano secital. Britten, Bee-thoven, Mozart, Poulenc (Tue); Tre-mont String Quartet. R.M. Schafter, J. Willey. B. Johnston, Marc-Antonio Consoli (Wed); Victoria Vesell, piano, 18th & 20th century keyboard music (Thur). 67th W of Broadway

(3828719) ZURICH

Tonhalle: Tonhalle Orchestra conducted by Raeto Tschupp. Beethoven's Missa Solemnis (Thur). (221 2283) Opera and Ballet

et's Werther conducted by Georges Pretre in Florence's Teatro nale production, with a sucommunate production, with a su-perbly sung title role by Alfredo Kraus, admirably partnered by Lu-cia Valentini-Terrani as Charlotte, Gino Quilico as Albert and Christine Barbaux/Marie-Christine Porta as **NEW YORK**

Sophie; alternates with Mussorgs-ky's Boris Godunov, conducted by James Coulon, with Nicolai Ghiaurov in the title role, Martin Mahe as Fiodor and Marie Christine Porta as Xenia, at the Paris Opera. (7425750). ny, the next wave of American mod-ern dancing at the Théâtre de la Ville. (2742277).

spion's Theater: Double and Paradise - an unexpected Austrian spectacle full of imagination at the Theatre de Paris (280 0930). Paris Operas Ballet Stars Ru reyev, Patrick Dupond and Claude de Vulpian and ballet corps at the Theatre des Champs Elysées. (7234777) LONDON

Royal Opera, Covent Garden: Cosi fan

tutte returns with a cast entirely new to the house, and very interestingly chosen - Elizabeth Connell, Ann Murray, Lillian Watson, Fran-cisco Araiza, Benjamin Luxon, Rolando Panerai, and pianist Chris-toph Eschenbach in his British opera-conducting debut. (240 1086) English National Opera, Coliseum: Verdi's Sicilian Vespers, a Parisian product of his middle years and un-

til recently one of his most unjustly neglected works, joins the ENO rep-ertory in a production (borrowed from Paris) by John Dexter and con-ducted by Mark Elder; the cast is at the house's full strength – Rosalind Plowright, Kenneth Collins, Neil Howlett, Richard Van Allan The Rosenkavalier is notable for one of the most striking female tries in the Josephine Barstow, Anne Dawson, Sally Burgess - a distinction of cast-ing sufficient to outweigh the weak-nesses of conducting (Friedrich Pieyer) and ensemble also in evi-

dence. (8363161) WEST GERMANY

Berlin Deutsche Oper: A new produc-tion of Pelleas und Melisande pro-duced by Götz Friedrich has Karen Armstrong and Ryland Davies in the leading roles. Lobengrin and Der Fliegende Holländer are also of-fered this week. The latter has Donald McIntyre in the title role. Don Pasquale has been highly acclaimed ith Karin Ott and Barry McDaniel.

Hamburg, Stratsoper: Der Trouba-dour highlights the week with Leo Nucci and Jelena Obrazowa. Der Barbier von Sevilla has Alicia NaFe as Rosina and Richard Curtin as Basilio. Die Meistersinger von Nürnberg is produced by the con-troversial Herbert Wernicke, and has Wagner specialists Hans Sotin, Halrad Stamm and Robert Schunk. (351151)

Frankfurt, Opera: Parsifel has Walter Raffeiner in the title role. Nelly Mi-ricioiu does justice to the title role in Manon Lescaut. Madame Butterfly is conducted by the talented your. American Judith Somogi. Ferrucio Busoni's rarely-played Doktor Faust rounds off the week. (25621) ITALY

April 20-26

Milan: Teatro alle Scala: Verdi's Lombardi alla prima crociata con-ducted by Gainandrea Gavazzeni and directed by Gabriele Lavia; La Strada, choreography by Mario Pis-toni and Music by Nino Rota, with Carla Fracci. (809126) **NEW YORK**

American Ballet Theatre (Metropolitan Opera House): The eight-week spring season starts with a gala premiere of Mikhail Baryshnikov's Cinderella, choreographed by Baryshnikov and Peter Anastos. Other premieres include works by Twyla Tharp and Martine van Hamel. Natalia Makarova's new staging of Paguita and company premiere of Sir quita and company premiere of Sir Kenneth Machillan's Triad. Company favourites in the repertory in clude Swan Lake and last year's premiere, August Bournonville's La Sylphide. Lincoln Center. (580 9830).

WASHINGTON Metropolitan Opera (Opera House): Line hundredth annual spring tour starts with a fortnight's programme of seven operas, including Frances-ca da Rimini conducted by James Levine with Renata Scotto and Placido Domingo; Rinaldo, conducted by Mario Bernardi with Marilyn Horne; Thomas Fulton conducting Horne: Thomas Futton conducting Ernani with Ermanno Mauro in the title role and Jon Vickers in the title role of Peter Grimes conducted by David Atherton, Kenned

Praise the frame/Amsterdam

Rob van Mesdag

an exhibition of picture frames in colonies.

from its painting and its replacement by another, would be unnatural, not to say wrong. Yet this is pre- in which fashions have merged. Its cisely what has happened since Huygen's day. So strong have been the limewood attached along the top influences of fashion and the per- and bottom. sonal preferences of private collectors and museum directors, that the majority of 17th century pictures have been given new frames. Even the Rijksmuseum has been

guilty, but now the tide has turned. In fervent pursuit of authenticity, Rijksmuseum staff have been scouring the country for whatever 17th century pictures in original frame remain. Of the 450 located, as well as 150 frames without pictures. 100 are on show.

On entering the exhibition it seems strange to be advised to concentrate one's attention on the clear, thanks to the variety of frames, to sectional drawings of cave, reverse - and the exuber- information available on this still ince of those frames around pic- little-known subject.

Constantijn Huygens, the 17th tures commissioned specifically to century writer and poet, considered fit above a mantlepiece or on some a picture and its frame to be one in- wall. Most frames in the exhibition tegral unit, the two complementing are of ebony, reflecting the wide each other. Words to this effect provide the title, "Praise the Frame," of 17th century, imported from Dutch

Amsterdam's Rijksmuseum until During the second half of the century a fashion developed for frames July 1.

This means, by inference, that to be embellished with sculpture any removal of an original frame work, usually gilded. A grisaille, "The Battle at Livorno" by Willem ebony frame is decorated with gilt

Most impressive, although not necessarily representative of the period, is the frame around the painting of a sea battle of Blanckernoff. The sculptor was Johannes Kinnema, who incorporated in the frame almost every item of fighting equipment and every navigational instrument in use at the time. He was awarded a bonus of 100 guilders, above his fee of 475 guilders, in appreciation of the work which had taken him one and a half years.

The catalogue, in Dutch, gives a detailed account of the research unframes instead of on the pictures. dertaken by the Rijksmuseum to lo-But the message is abundantly cate, record, evaluate and describe frames of 17th century Dutch paintings - the first study of its kind. each type - dish, flat, ogive, con- which increases considerably the

FINANCIALTIMES

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The rules of diplomacy

Embassy in London, ought to be over by the beginning of next week. In the circumstances, the British authorities have behaved promptly and correctly. As might be expected with a lawyer at the head of the Home Office and another as Foreign Secretary, the decision to break of diplomatic relations. In the presentatives. It is always that the Libyans should never have been that the change in the ring that the Bureau, since it implies the change in the rules. There was inadequate scrutiny at the British end. Foreign Secretary, the decision to break off diplomatic relations with Libya and the manner of doing it are entirely in line with the Vienna Convention of 1961.

Article 9 of that document makes it clear beyond doubt that the host state may declare at any time a foreign diplomat persona non grata. Paragraph 2 of the same article goes on: "If the sending state refuses or fails within a reasonable period to carry out its obliga-tions under Paragraph 1, the receiving state may refuse to recognise the person concerned as a member of the mission."

The shooting in St James's Square took place a week ago. To give those inside the Libyan

mission a deadline of next Sunday to leave must constitute a reasonable period. The Vienna Convention lays stress on diplomatic privileges and immunities. Article 41 says, however: "It is the duty of all persons enjoying such privileges and immunities to respect the laws and regulations of the receiving state." The evidence does not suggest that British laws and regulations have been always respected by members of the Libyan mission—with or without diplomatic status. In

effect, they are being offered

the promise of safe conduct in

order to get them out of the

Impressive

All that has been well handled on the British part. Yet two questions remain. One is whether more could have been done to prevent such an inci-dent in the first place. The second is what can be done to prevent anything like it happening again. They can be answered together.

The Vienna Convention on diplomatic relations is an impressive document which, by and large, has stood the test of time. The problem is that it has been applied too loosely. abuse it have been generally seen that the British authorities must see that it does so.

Square, outside the Libyan Libyans so frequently to change Embassy in London, ought to their representatives. It may be over by the beginning of even have been that the

Exemption

The convention also has its grey areas. Paragraph 3 of Article 27 says: "The diplomatic bag shall not be opened or detained." Paragraph 4 of the same article says the bag "may contain only diplomatic documents or articles intended for official use."

It is less than clear how this is to be checked. Paragraph 2 of Article 36 says that a diplo-mat's personal baggage shall be mat's personal baggage shall be exempt from inspection "unless there are serious grounds for presuming that it contains articles not covered by the exemptions." It appears that the net effect of this has been to allow diplomats to get away with murder because receiving countries did not want to Tisk countries did not want to risk the possibility of a diplomatic incident by insisting on inspect-ing baggage even when there were serious grounds for doing

so.
The conclusions are straight forward. The Vienna Convention needs to be more rigorously adhered to. Britain could take the lead in appealing for this. It should find no lack of support since, although it is the latest victim of abuses, it is by no means the only one. The countries of the European Community, in particular, should

It may be also that the articles affecting inspection of the baggage need to be strengthened, though a great deal could be done simply by properly applying the present rules. Those suspected of abusing them should no longer be given the benefit of the

can be conducted only on a clients. The delivery of a £3m, first phase of a floating dock for the Falklands in 52 days the statement of the first phase of a floating dock for the Falklands in 52 days was a big boost. It won the dock phases 2 and 3 when a BS subsidiary, Sunderland Shiprepair, could not fulfil the contract in time because of a statement of the first phase of the first phase of a floating dock phases 2 and 3 when a BS subsidiary, Sunderland Shiprepair, could not fulfil the contract in time because of a statement of the first phase of a floating dock for the Falklands in 52 days are a beautiful for the floating floating dock for the Falklands in 52 days are a floating dock for the Falklands in 52 days are a floating dock for the Falklands in 52 days are a floating dock for the Falklands in 52 days are a floating dock for the Falklands in 52 days are a floating dock for the Falklands in 52 days are a floating dock for the Falklands in 52 days are a floating dock for the Falklands in 52 days are a floating dock for the Falklands in 52 days are a floating dock for the Falklands in 52 days are a floating floati who have wished to country like Libya wants to allowed to get away with it. At least with hindsight, it can be rules and the receiving country Hard

France's Left in disarray

Communists to support the door on their alliance with the Government in the vote of Socialists would have done to the confidence just before France. confidence just before Easter Communists more harm than has done no more than paper their partners, who have a comover the deep cracks which have appeared in the left-wing administration's unity.

Before casting their reluctant votes, the Communists made it plain that they were as opposed as ever to their Socialist coali-tion partners' authority and industrial restructuring policies and insisted that their own views should be taken into consideration in future. The Communist Party could have given no more telling demonstration of its present impotence than it did by adopting this contradictory stand.

If fundamental policy considerations rather than political expediency had been their main criteria, the Communists would have abandoned the Government, in which they have four Ministers, a long time ago.

could sincerely support, such as the massive nationalisation programme, the much-criticised reflationary measures while the rest of the world was in recession and a whole series of social reforms, were put into effect election as President in 1981 within 18 months of the Governand subsequently rewarded ment's birth. Since March 1983, however,

President Mitterrand, with the patient support of M Jacques Delors, his Finance Minister, has been obliged to follow a very different path, described as "economic realism"—a disarmingly self-critical comment on what went before.

Deflationary

The deflationary policies, plant closures and huge lay-offs, particularly in the steel, coal and motor industries, which have accompanied this coming down to earth by the Socialist President and Ministers are anathema to the Communists. Quite apart from ideological

considerations, the party can-not be seen to dissociate itself from the country's largest trade union, the CGT—itself Communist-led — which bitterly opposes the Government's indus-

parliamentary strength and opposition to the Government's place but who will be master policies to its logical conclusion. of its timing.

fortable absolute majority in the National Assembly. Assured of something like 22 per cent of the popular vote

throughout the last two decades, the Communists have seen their following in the country dwindle to less than 16 per cent today. For President Mitterrand, who imposed the parliamentary confidence vote on his partners as a test of their loyalty and the Socialists' strength, the exercise has turned out to be yet another demonstration of his mastery of political tactics.

No-one can be under any illusion, however, that the Left has thereby recovered its unity. The basic differences between the two partners remain, since it is most unlikely that the Government will abandon its industrial restructuring policies

before they have achieved their desired results. From M Mitterrand's point of view, the unefulness of the Communist connection, at least in the longer term, is no longer evident. He needed the Com-munists' support to ensure his them by bringing them into the Government. This move also served the additional purpose of neutralising them as potential

The Communists were tamed only temporarily, however. Last springs radical shift in the Government's economic stance has turned them into permanent snipers who are sapping the Covernment's energy and

Moreover, the growing dis-satisfaction in the country as a policies must have forced the President to contemplate the possibility of governing with a different parliamentary majority than the present one after the 1988 legislative elections. If the alternative is to be an administration closer to the centre than to the left, that would naturally

exclude the Communists. Whichever way the problem trial policy.

Yet the Communist Party's Union of the Left now appear to be numbered. The question popular support is currently so that remains is not so much fragile that it could not take its whether the divorce will take

ORTHERN IRELAND is being done up once more. Battered and pitted, no longer glamorous even for its horrors, it is being tricked out for show again. Times have changed, say the people from the Industrial Development Board who are marketing the province: come and see how normal we are. Their slogan: "Judge us on the facts." Here are two sets of facts,

from an Ulster day.
In a high, old-fashioned office on Queen's Island in the docks, surrounded by intricate models of great ships, Mr John Parker, chief executive of Harland and Wolff shippard, talks of modernisation, new orders, future growth. The yard has recently gained its first naval order for 15 years and more are confidently expected.

As Mr Parker talks, low-voiced and unhurried, two parttime police constables are shot dead in Armagh. TV screens in dead in Armagn. TV screens in
the closely guarded headquarters of the Royal Uster
Constabulary in a Belfast
suburb flash the news monotonously. A senior RUC official
says: "In a situation as vicious
as this one you shouldn't use part-timers.

On which facts is Northern Ireland now to be judged? Those whom the IDB are attempting to woo to the province may find that their minds move measure from one image move uneasily from one image to the other.

"The image problem remains the single biggest impediment to success," says Mr Adam Butler, the Northern Ireland Minister. "It is out on its own. But the reality is very different."

First, the good news. Harland and Wolff's recent success is indicative not just of a modest upturn in its tough market, but also a sign of its competitiveness and mipressive ability to deliver. Its naval order is for a £30m replacement for the auxiliary vessel Engadine, and it has signed letters of intent for a £50-£60m order to build two automated container ships for the Lykes Brothers of the U.S.

Mr Parker, a Belfast native wooed back from British Ship-builders last year by Mr James Prior, the Northern Ireland Secretary, is as hard-headed a waiting Shorts recently landed man as a hard-headed province a £115m order for 18 Sherpa could produce. The 10,000-strong labour force

of the early 1970s has been shaved down to 5,500; the vast 330-acre site is losing 90 acres of old buildings and docks; a a great coup. £9m cost saving programme is under way; flexibility agreecan be conducted only on a civilised basis. It would be desirable to have such a such

> Harland's problems stem less from internal failings order books — and a Korean industry which, Mr Parker says, "has the great marketing idea of taking whatever price anybody quotes and under-cutting it by 10 per cent." He is in no doubt that the province. and the UK as a whole, must retain a shipbuilding industry. He has shown some success in keeping an important part of it alive, but still lives in the eye of the storm. If it overwhelms him, Northern Ireland loses

Marchais—the

reluctant ally



Northern Ireland Industry

And now for the better news.

By John Lloyd, Industrial Editor

work for 6 per cent of its labour force and 150 companies lose their major customer. Half a mile away, Sir Philip Foreman has done some of his own cutting and has survived. The company of which he is chief executive, Short Brothers,

is even beginning to prosper.

It is another famous name: two still more famous brothers, Orville and Wilbur Wright, placed orders for six biplanes with the brothers Short in 1908. Now the company founded in a garden shed makes light aircraft, large airframe components and guided missiles.

After months of impatien aircraft for the U.S. airforce, with options for 48 more. It will be the first UK aircraft to enter regular service with the USAF since the war and it is

Sir Philip's market place is less savagely depressed than ments have been concluded with
the workforce and others are
still being sought. Most of all,
though, Mr Parker is trying to
engrave the phrase "we deliver"
market in 1976 just when the airlines were looking for a small commuter plane. The Sherpa is the military version. The new 36-seater—the 360—could carve out a similar niche. Shorts now employ rather

more workers than Harland — 6,000 in all—and it regularly Oneen's Island. Sir Philip, a farm labourer's son from Suffolk, is as committed to his man Parker; but with open eyes: "The infrastructure's a eyes: "The infrastructure's a bit thin. The disappointing thing is that we have got so little high tech industry. We have just got to attract more. Shorts has something to offer there, so we will play a part."

Much has, rightly, been made of these successes. But they are not the only, or even the main facts on which Northern Ireland will be judged. The prospective

investor or settler will certainly not find the war-torn statelet of early 1970s TV coverage, though guards and guns, security doors and bag searches, are omni-present Instead, he or she will discover a curiously embryonic society, one in a state of being prepared for something else to happen, or for normalcy to

Government, in the sixth year of generally non-interventionist Tory administration, is every-

offered is high. In the big, newly-built Dundonald training centre, men ranging from teen-age to late middle age are age to late initial age are given closely and sympathetic-ally supervised training in skills ranging from traditional metal-bashing through car repair to computer program-

At the Quest workshop, burrowed out of an old linen factory, the sounds are the fizz of soldering rods and the click and buzz of keyboards and printers. Founded by a group of scalemies from October University where—owning, underpinning, printers. Founded by a group supporting, sponsoring, pump of academics from Queen; Unipriming or just plain pumping. versity — which must have

The prospective investor will discover a curiously embryonic society

The Northern Ireland Office, and especially its Department of Economic Development (DED) and IDB, are pushing money and manpower into the gaps left by the failure or flight of private enterprise—with the explicit intention of pulling out once more when (if?) investment

tember 1982—a year before the Youth Training Scheme in the rest of Britain—has to cope with unemployment levels of more than 21 per cent, rising to around 50 per cent in some areas. The scale of the problem, coupled with the thinness of the private employer base, forced the DED to rely heavily on state fined of several means. But it is a superior with the Cause of many industrial disputes."

Mr Boyd Black, an economic large business; and the pursuit of inward investment.

Support for local business means the IDB is both a financial prop and a nagging partner, britain by trade unions has been the cause of many industrial disputes. But the Labour Relations

Support for local business means the IDB is both a financial prop and a nagging partner, britain by trade unions has been the cause of many industrial disputes. Small businesses have their own agency—the Local Enternance.

more links to the community than most of the UK's colleges — it trains some 150 unem-ployed youths in electronics ably and simple computing. Industrial relations are rela-

The results cannot fail to pared with 565 per 1,000 in the pares. impress.

In training, the province has arguably the best provision in advantage was much wider, at the UK. Its Youth Training Programme, begun in September 1982—a year before the Mr Boyd Black, an economic

forced the DED to rely heavily on state-funded government training centres, work preparation units and further education colleges.

The standard of training But the Labour Relations Agency, headed by the emolicing the Brendan Harkin, a former civil service union leader, has had more success than its new est UK counterpart, the

Advisory Conciliation and Arbitration Service, in smoothing over disputes. Community relations — by which is meant the relative employment of Protestants and Catholics—remains a largely un-

mentioned embarrassment. Mr Bob Cooper, head of the Fair Employment Agency, has a mobile face with the lines and dark shadows which suggest a rough, highly contentious job.

A lot of businessmen don't like the government-sponsored FEA, charging it with stirring up dissension by naive reports where 'quiet, incremental change would suffice. Harland and Short's, both the subject of FEA investigations, have brought in new recruitment procedures for their overwhelmingly Protestant workforces but do not like to talk about them. Says Mr Cooper: "If an organi-sation is getting its people from

The urgent questions remain: will new jobs be created? will the decline in manufacturing, more precipitous even than that on the mainland, be halted? will the province ever lose its bandit country image? Mr Tony Hopkins, the relent-

lessly optimistic deputy direc-tor of the IDB, says mildly that "It's very difficult—but that only makes us here work harder and be more imaginative." Mr Hopkins has set the IDB on three legs: the encouragement and support of small business; the support of medium and

Small businesses have their own agency—the Local Enter-prise Development Unit, under the leadership of Mr George Mackie—while the wooing of foreign business is done by per-

The Harland and Wolff shipyard maneut representatives abroad backed up by visits.

launched earlier this year under the general rubric of the "Northern Ireland Partnership," is imaginative: besides balancing the board's act more equally be tween domestic and overseas business, Mr Hopkins and his colleagues have sought to use business people themselves to spread the word, keeping in the background as much as pos-

Thus when the "Partnership went West" to the U.S., its prime exhibit at the New York president of the U.S. electronics company ABX, which had just expanded its Coleraine plant. The partnership has set up a "loosely structured framework of friends" in the UK to spread

says ar Cooper: If an organ-sation is getting its people from one community only it should is money. An incentive pro-ask itself why."

Underpinning the IDB effort is money. An incentive pro-gramme approved a year ago gives relief on corporation tax. of up to 80 per cent, the abolition of all rates on industrial premises, a 30 per cent grant on energy saving projects and a scheme to attract new manage-ment from outside Northern

Foreign investment remains the critical area. Mr Butler says: "I do not believe there is any prospect of providing the extra employment we need by just building on the manufacturing base. Therefore we have to vestment exercise—though effort we have to put into of inward investment.

Support for local business means the IBB is both a financial prop and a negative.

That cost of overseas representation, means the cost of future jobs will be very high."

That cost, and all the others, will continue to be paid. The remarkable feature of Northern Ireland, half way through its second decade of the most stubborn bout of "troubles" yet unleashed upon it, is the enduring will in make fresh becoming leashed upon it, is the enduring will to make fresh beginnings. That in itself may do as much to improve its stubbornly had image as anything else.

Men and Matters

For the French Communist party and Georges Marchais, its leader for the past 14 years, the confidence debate in National Assembly was and television debate. But his act is looking jaded. uncomfortable and humiliating

experience. Since he became party leader In spite of his open opposi-tion to the austere industrial the Communists have seen their political influence in France decline steadily from between and economic policies of the Socialists Marchais felt he simply could not afford to cause 20-25 per cent of the national vote to 15 per cent in the last parliamentary elections three years ago.

an open split in the French left by pulling his party out of the governing coalition with the Socialists. So the Communists backed the government in the crucial vote of confidence. However, Marchais, who as a

out to be an electoral liability for his party, but who is still probably the most entertaining political personality in France, had one good moment in the debate. After forcing some more helpings of humble pie on economic policy down the throats of the Communists, Pierre Mauroy, the Socialist prime minister, goofed.

Trying to show some sympathy toward the Communists he acknowledged that the Communists were given unfair treatment by the French Press. The recent case of the Soviet Tupolev aircraft going astray over the naval base of Toulon was a good example, he remarked. That incident was widely and

predictably reported by the French Press as Soviet espionage. Marchals got up, looked at the premier and said "The Tupolev incident concerns the Soviets and not the French Communist party." He then sat down to thunderous applause from the French rightwing opposition parties.

Dwindling vote

But moments like that are becoming few and far between for Marchais these days. The 63-year-old French Communist

display his gift for ad-libbing, his overall performance, But

Sitting pretty Not content with its well-earned reputation for automobile engineering the German tar-maker BMW is now trying its

Marchais is trying to stir up morale for the European elections which he regards as essentially a national poll. But his party has been the big loser in a recent string of local elections in France, and has suffered the embarrassment of being accused repeatedly of irregularities and cheating at local polls.

Marchais has often been out-manoeuvred by Francois Mitter-rand, the French Socialist President. On two previous occasions Marchais caused open splits in attempts by the French left to have a common political programme. His objective on each occasion appears to have been to undermine Mitterrand. But Mitterrand held him off, and once again appears to have Marchais on the spot

Marchais' response has been to conduct a two-pronged political strategy of criticising the government on economic and social policy, while remaining part of the government for the so-called good of the left. Out-side the government the Communists risk losing even more political influence. And Mar-chais would again be blamed for causing a damaging split in the French left.

gossip in France for the last

party Marchais would probably Britain.
have long since been sacked for It so happens that the fund

things are a bit different in the Communist party in France.

hand at a spot of social engineering.

"We believe we have made a break-through in marital harmony," says Tim Greenhill, sales director in Britain. Careful research by BMW has decided them that few things irritate a driver more than to find that the driving seat has been moved from his or her favourite position by another

driver.

And wives are the parties most likely to be held guilty of that offence when husband jumps into the family car in the morning-already late for So BMW has started to offer

with its more expensive models an electronically-controlled seat which "remembers" the driver's usual seating position. Presumably BMW owners will consider £840—the cost of the unit-a small price to pay to

By bread alone

secure domestic bliss.

If Arthur Scargill can steal a moment or two for reflection picket lines he will be giving thanks for British businesses like Greggs, the bakers.

Only recently Scargill lost a legal battle over the investment Marchais is also hotly criticised within his own party.

Speculation of his stepping down from the leadership has of Mineworkers' fund trustees, down from the leadership has been a constant topic of political he said at the time, was that gossip in France for the last money generated by British ear.
In almost any other political should be used to invest in

did just that in 1980 when it did just that an 1989 when it bought 20 per cent of Greggs (280 shops supplied from bakeries in Newcastle, Glasgow, Leeds and Manchester).

Hambros Bank is offering for sale today 2,532,000 Greggs shares at 185p a share—and the

mineworkers' pension fund stands to make a handsome profit. The fund paid £500,000 for its

stake in Greggs. As part of the Offer for Sale it is selling 700,000 shares for £945,000. If that sale succeeds it will leave the pension fund with 12 per cent of Greggs worth £1,755,000 at the sale price.

In short, this British investment stands to give the pension fund a paper profit of £2.2m after four years.

Not a bad fluiter for the miners.

No hawker

Sir Geoffrey Howe has received an unexpected glimpse of Hong Kong's economic miracle during his brief visit to the territory. Government officials arranged a visit to the New Territories town of Shatin, in the course of which Howe would drop in for a cup of tea and a chat with a street hawker, Mr Yeung, his wife, and his seven children. It would be an opportunity for the British foreign secretary to gather at first-hand grass roots opinion on the questions surrounding Hong Kong's

As it happened, however, con versation was limited by a factor even more powerful than the usual language barrier. Howe whirled in by heli-copter amid crowds of local residents and proceeded to the Yeungs' flat. But the elderly couple turned out to have left Hong Kong the previous day for a holiday in Japan,

Big job

News of old boys in a Shrop-shire school magazine: "After a spell at chicken farming Peter has been engaged by a carpet company to cover Lancashire and Cheshire."

Observer

HEAR

Who could fail to wax lyrical in a sumptuously appointed conference suite at the Inn on the Park? Such beautiful surroundings are enough to turn even the most reserved company spokesman into an orator of legend.

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impeccable service, and elegant decor blend their inimitable roles to create the perfect setting for any business gathering.

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HERE.



Inn on the Park

MOZAMBIQUE'S ECONOMIC CRISIS

Why Machel is wooing the West

By Michael Holman in Maputo

MAPUTO'S elegant, white balu- For President Machel, the straded Polana Hotel on the success of the new accord may seafront is coping with an influx be a matter of personal survival. of unaccustomed guests.
Seated at tables on the

terrace, babitues from East Germany, the Soviet Union and Cuba warily eye the newcomers—delegations of South African businessmen whose discussions with local officials range from multi-million investments in tourism to the revival of plant

and machinery which stands idle for want of spare parts worth a few thousand pounds.

It is the most visible sign of a dramatic change in the region, signalled by the signing ast month of a non-aggression pact between South Africa and Mozambique. But much more is taking place below the sur-

Mozambique is seeking closer links with the West. The signs include applications for membership of the International Monetary Fund (IMF) and the World Bank, and renewed efforts to encourage Western investment in agriculture, industry and mining.

Senior government officials maintain that the state which provide declarate is a few forms.

proudly declares itself Marxist-Leninist has not changed its fundamental principles. "We have always been open to Western trade and investment," governor of the Central Bank.

Yet a severe economic decline, the combination of devastating drought and flood, and the impact of the South African - backed Mozambique National Resistance (MNR) have forced President Samora Machel's government into a far reaching reappraisal of internal economic policies and foreign

relations. In the move to involve the West, President Machel has an incongruous ally. When Mr Pik Botha, South Africa's Foreign Minister, hosted a lunch recently for the ambassadors of sabotaging—their businesses leading Western nations he reportedly urged a course which a which inherited a 95 per cent few months ago would have illiteracy rate and a mere handinconceivable: invest in ful of university and secondary mbique.

Mozambique. It stems, of course, from The country was immediately mutual self-interest. The re-embroiled in neighbouring Rhocovery of the Mozambique desia's (now Zimbabwe) war of economy with South African as as Western assistance ould demonstrate both to sceptical black Africa and the outside world that a constructive relationship with the white industrial and military giant of the region is possible.

Incentives and

miners' pay

He must convince doubters in his own party of the merits of co-operation, as well as deliver the goods to 13m impoverished

For President Reagan, it will add credibility to the United States policy of "constructive engagement" with South Africa, which, he has argued, will bring benefits to the region while undermining the in-fluence of the Soviet Union,

Mozambique's leading ally.
Evidence of Mozambique's penury is not hard to find. Shops in Maputo, Beira and other centres are bare. Basic commodities are strictly rationed, petrol is in short supply and internal flights frequently cancelled for lack of fuel. celled for lack of fuel.
In Maputo's city market the

In Maputo's city market the vegetable stores are empty and long queues form for a small pile of bread loaves. Industry, hit by shortages of spare parts, raw materials and skilled manpower, operates at little more than 15-20 per cent of capacity. The reasons for the decline on hark to the improfil of in-



200,000 Portuguese settlers left virtually overnight, taking with them cars and trucks, and

desia's (now Zimbabwe) war of independence, applying econ-omic sanctions and enduring hitting the bases of Mr Robert

Vorkshire experience suggests

that the quality of pit leader-

Working Environment Research

Group, University of Bradford School

Bradford, West Yorks.

Unlisted securities

From Mr S. H. J. A. Knott

Sir.—I read Mr Dawkin's article (April 14) with consider-

able interest. The full entry of the merchant banks into the

mlisted securities market must be welcomed. It gives the cus

tomer a much wider choice and

it improves the marketability of

The choice between a mer-

1. Specialised Research.

is important to relate a new company to the total market in

merchant banks cannot provide;

half that of a merchant bank

10 per cent are not to be

3. Aftermarket. Where

broker sponsors an issue there is a better chance of a reason-

able aftermarket. With the current developments in the

a sponsoring broker should see that there is a facility for an

investor who wants to buy or

Competition between stock-

prokers and merchant banks is

Sir,-With some experience

of producing statutory and management accounts of all

Greene and Co., 36/38 New Broad Street, EC2.

sell 1,000 shares.

S. H. J. A. Knott.

Accounting for

From Mr R. W. Weston

inflation

a healthy phenomenon.

2. Cost. The typical cost of broker USM issue is about

market

USM issues.

encouraged:

ship is even more important. Jonathan Winterton.



Mozambique are being fed by relief agencies

Government has ploughed re-

maintain them, or sufficient foreign exchange for spare

goods in rural stores—has yet to take effect, partly because of the drought and the lack of

behind for the first time in the servicing of its debt to non-

socialist countries (put at \$1.4bn). By the end of 1983,

debt service arrears totalled \$152m, and arrears in other

\$53m, forcing the government to begin rescheduling negoti-

The first step towards resolv-ving the economic crisis, say

officials, was to secure peace-hence the pact with South Africa, under which Pretoria will cease support for the MNR

in return for an end to the mili-

tary activities in Mozambique of the banned African National

Congress (ANC) which had used

the country as a springboard for

incursions into the republic.

The benefits have yet to

emerge. The security position will get worse before it gets

ations earlier this year.

tance, initially backed by the sources into mechanised state Rhodesian Government, was farms without the expertise to adopted by South Africa. In 1982 alone, says a recent government report, rebels destroyed 489 primary schools, 102 them going.

A decision taken local for spare troyed 489 primary schools, 102 them going.

A decision taken local for spare troyed 489 primary schools, 102 them going. health clinics and 400 stores or commercial enterprises were ransacked or forced to close as relations with South Africa deteriorated. So the vital economic links declined, leading to a drastic fall in foreign ex-

The republic's use of Maputo of the drought and the lack of port by the end of last year had fallen to 16 per cent of pre-independence levels. The number of migrant workers in South African mines whose salary remittances had been the the government started to fall harmest single course of fearing the fall of the fort he for the fall half of the fall the fall of the fall half of the fall largest single source of foreign exchange—has fallen by 60 per cent, from 118,000 in 1975 to around 40,000 today.

In the meantime, the terms of trade with the outside world, deteriorated. One new truck now costs Mozambique the equivalent of 13 tons of cotton, compared to five tons at independence. If this was not enough, the

country has suffered from inter-mittent droughts and flood, culminating in the current crippling drought which began in 1981 and which has cost up to 100,000 lives. The toll is likely to rise, with relief efforts hampered by the security problems posed by Rhodesian attacks on bridges, the security problems posed by railways and dams as well as the MNR, active in all ten pro-

Mugabe's guerrillas.

At the same time, point time to comings—notably in agriculture comings—notably in agriculture —have had an adverse effect.

better, say army officers, for the MNR stepped up its infil-tration of men and supplies in the weeks leading to the pact. Their predictions are being borne out — earlier this month MNR rebels mortared a truck on the main road from Maputo to the South African border, and sabotaged power supplies to the capital.

But on the economic front say officials, there is substantial

We discovered that if we provided £50,000 worth of spare parts," said one visiting chair-man of a detergent company, "we could revive a factory worth ten times that amount."

A South African freight company is discussing investment in Maputo port: "We will provide equipment such as fork-lift trucks in return for rebates on our South Africa traffic," says one director. "For the first time in years our Maputo office could

The same company may instal bulk maize dischargers at the port, on the same terms. which would allow Maputo to handle half a million of the 4m tons of maize South Africa must import this year.

In his office at the Central Bank Mr Ratilal extols the virtues of the pact: stability in a region where would-be inves tors have been frightened off. A revised investment code is being drawn up, he says, and lists opportunities in coal and other minerals, agriculture and fisheries: "We will allow com-

panies to retain a portion of their product as a way of re-paying investment." The enthusiasm is infectious, but difficulties lie ahead. Gov-ernment officials expect the

MNR to intensify its activities in the months ahead, particularly around Maputo. A second concern is Mozam-

bique's high expectations. "They overestimate the appeal of Mozambique to Western businessmen," said one diplomat. "Tiny Rowland jetted in committed Lonrho to agricultural ventures, and continued on his African rounds, But there aren't many Tiny Rowlands in the West.

"The infrastructure is poor, skills are scarce, and the cur-rency is massively overvalued," he continued. "The irony may well be that investors will see the pact as making South Africa itself a more attractive pros-

Think of the wenches

who served Falstaff

Where The Jobs Are

By Anatole Kaletsky

manufacturers produce no agreeable spinoffs, such as pic-turesque fishing villages, cour-

teous shop assistants or home-

made salamis. They also en-danger a country's balance of payments and its capacity for

So could a country actually be better off deliberately pre-

serving corners of inefficiency outside the manufacturing sec-

tor? Thus, surplus workers could be kept out of harm's way,

without being a total charge on

taxpayers through the unemployment system.

This is where the table comes

in. It shows a very crude index

of overmanning (+) or under-manning (-) in the three basic

sectors-agriculture, manufac-

turing and the rest-for the

world's seven largest econo-mies. Each number is simply

the difference between the per-centage of the labour force who

work in the sector and the per-

centage of national value added

For example, Britain's manu-

facturing sector employed 28

per cent of the civilian labour force in 1981, but contributed only 20 per cent to national

value added, giving an over-manning index of +8 for

British manufacturing. Japan's

other" sector employed 65

which these workers produce.

technological progress.

Is Britain not

so inefficient

after all?

WHAT DO the following phenomena have in common? The only way to get a drink in a City pub at lunchtime is by elbowing and jostling the other Britain is not so inefficient after all? Maybe the real difference between Britain and its economically more successful rivals. patrons while screaming at the barman. Japan buys robots from Italy and cameras from Hong Kong, but baulks at increasing its imports of Florida oranges. Mr Arthur Scargill lies simply in where the in-efficiency is located. Most of Britain's overmenis a misfortune for several reaons. For example, inefficient

appears to be winning the hearts and minds of Britain's coal miners. Britain has the highest ownership of video recorders and home computers in Europe. French farmers produce the world's most delicate and subtle food, but think nothing of driving their pigs and cattle into the Elysee Palace. More people under 40 in Europe are killed and disabled by falling off ladders than by any single natural disease. The Thatcher Govern-

ment is reforming Britain's system of corporate taxation. The clues to this riddle are not be found in any anagram or rebus, but in the table below. The stories they tell start from an everyday observation which must have struck every British traveller in Japan, the U.S. or Germany. These countries,

whose high-productivity manufacturing industries are the envy of Britain's businessmen have pockets of inefficiency and over-manning which would win a hallowed place in the custom and practice of Britain's most Luddite unions.

The examples abound, most obviously in the Japanese and European countryside, where lone peasant farmers and fishermen still earn their simple livelihoods using tools and traditions inherited from their grandfathers. But even in the most modern cities of America's sunbelt, a visit to the supermarket reveals an army of teenage boys employed solely to pack and carry shopping bags for customers. A drive into the petrol station evokes memories of a bygone era, as human atten-dants amble out to man the petrol pumps, instead of dis-embodied voices croaking instructions through loudspeakers for self-service. An attempt to use the banking system in the U.S. yields a less agreeable ex-perience—most banks are still not capable, for example, of making regular payment for their personal customers by

computerised direct debit.

traveller begins to wonder, that per cent of the labour force and contributed 66 per cent to value added; so Japan's "O" entry shows a figure of -1.

A glance at the table immediately shows the anomalous positions of Britain and Japan -with exceptional overman-ning and exceptional leanners respectively in the manufactur-ing sectors. Like the continental countries, Japan hoards its surplus labour in agriculture.

But in Europe, this agricul-tural overmanning is not balanced by exceptional effi-ciency in manufacturing; instead of keeping their manu-facturing industries lean, the Europeans including Britain, economise on labour in the nonmanufacturing and service sec-

The solution to our puzzle should now be obvious. If British pubs employed waiters, the whole economy would bene-fit (and anyone who thinks that self-service boozing is a time-honoured British tradition should think back to Faistaff and his serving wenches). The Government's tax measures are supposed to encourage just this kind of labour-intensive restructuring of the economy.

The interested reader should

now have no difficulty connecting the other phenomena in the first paragraph, particularly bearing in mind the following clue. An even more effective way of achieving the Government's employment aims might have been to devalue sterling and cut national insurance further. This would have made British manufacturing more profitable (hence increasing its added value relative to employment); discouraged consump-tion of cheap manufactured im-ports such as video recorders; and lowered the relative cost of British labour. That, in turn, would have stifled the jobdestroying and physically dangerous craze for do-it-yourself house repairs.

AN INDEX OF MANNING LEVELS

	U.S.	Japan (iermany	France	UK	Italy	Сапада
Agriculture	+1	+7	+3	+5	+1	+8	÷2
Manufacturing	-1	-6	0	0	+8	-2	+4
Others	0	-1	-3	-5	-9	-6	-6

Letters to the Editor

University of Bradford effects of the area u scheme upon miner's attitudes (April 17). However, he omits to mention serious problems with the bonus which, I believe, should be made public. the differences between South

First, the incentive scheme has degenerated. The original scheme was proportional; in-creased effort was rewarded with proportional increases in bonus. Bonus payments have not been adjusted in line with basic pay so the scheme has become regressive; a 25 per cent increase in effort is now re-warded with a bonus representing less than 20 per cent of

The average weekly bonus pay for face workers in 1983 as £40.96; it would have been £56.40 had the scheme not degenerated. High earners, like some in the Nottinghamshire area, would have earned another £25 per week over the

standard earnings.

past year. Second, the range of miners' earnings is greater than the plus or minus 18 per cent of average pay which Philip Bassett found between areas. A recent study of the bonus payments in Yorkshire revealed differences in weekly bonus carnings of up to £67 within each of the four Yorkshire areas, and over the whole coal-field bonuses ranged from £18

which it operates. The research experience of many brokers This represents a range of goes back for 20 years or more and this is a service which the +36 per cent to -15 per cent on the national average earn-ings for 1983. One consequence ings for 1983. Une consequence is that surface workers at a high productivity pit like Royston Drift (Barnsley) receive more in bonus pay than face workers at neighbouring pits like South Kirkby and Kinsley It is important that costs in an issue should be reasonable in relation to the amount of money raised. Expenses in excess of

Moreover, local variations such as the "Kellingley option" negotiated at most North Yorkshire pits have made the scheme very complex. The de-generation of the bonus and growing inequities between effort and reward suggest the need for a Court of Inquiry into capital market there is a danger of less liquidity being available to maintain a market in a USM company. It is important that

the disorderly pay structures of the National Coal Board.

Third, while the bonus obviously fragments bargaining and impairs the solidarity necessary for a strike over a national pay claim, it is wrong to assume a straightforward relationship between bonus earnings and

readiness to take industrial action. North Yorkshire's highest earners at Kellingley consis tently vote to support industrial action, whereas those at the bottom of the area earnings icague from Savile are usually as moderate as the Nottingham-

Men at Glassboughton, which the NCB intends to close before management accounts of all reserves are exhausted, have kinds, and CCA accounts for

Sir,—I agree with Philip shown great reluctance to take my part of a well known multi-Bassett's interpretation of the action that may jeopardise their national as early as 1975, I effects of the area incentive redundancy pay or the oppor-would suggest a simple explanatunity to transfer to Selby. The bonus is an important factor in tion for the lack of agreement

on inflation accounting. First, I should say that CCA occounts are not difficult to Wales and Nottinghamshire, but and although not "accurate" in a mathematical sense they are not significantly different from historical records in this respect.

Any set of accounts has to be read in the light of the conventions used when producing them, and this is recognised by the need for the notes to the accounts produced on a historical cost basis. In a period of inflation, CCA

accounts usually show less profit than historical accounts, and where this occurs the CCA result is the more realistic by economic standards. CCA accounting therefore

has the disadvantages that: general acceptance would imply moral acceptance by the Revenue for corporation tax purposes; directors judged on results could find that historical cost profits were CCA losses; and shareholders could find chant bank and a broker is never easy, but there are three good reasons why brokers should continue to have a major role in the USM market. dividends reduced or nated on the same basis. or elimi-

It seems to me that the above considerations provide most of the reason for the continued refuge in interminable argument rather than acceptance of CCA in principle. In these circumstances I expect all parties to continue "ducking the

But it is interesting to note that industrial managers have to face the problem. My ex-perience, in buying commodi-ties on the international market, is that if they are resold only at a price that makes a profit on the historical price, the cycle can only be continued (in an inflationary continued (in an inflationary period) by either borrowing to make up the deficit or gradually running down the size of the business. This problem can be avoided by selling on a "replacement cost" basis, and in so doing one is effectively recognising CCA principles!

R. W. Weston. 24, Barrachan, Beverley Grove, Portsmouth, Hants.

Authority

Danger of a tax on toilets and taps From Seven Trent Water

Sir.—I read David Kinners-ley's well-phrased article (April 11) with considerable interest and some sympathy, but having been intimately concerned with these issues for 10 years I can say that he has got one im-

portant element wrong. Based on experience of 36 Gledh universal metering, costs would Leeds 8.

not come down very signifi-cantly if metering were uni-versal. Meters would have to be installed in many older properties whose plumbing is not suitable, and where costs are inevitably high. Even now, meter maintenance, renewal year are not high compared with those in gas and electricity, but customers do not tend to save much water if they are metered. Water savings are generally worth only £6 a year or less and universal metering is a bad buy. Water authorities are right,

therefore, in social equity and in economics, in their current policies of permitting metering at a customer's own expense where they feel manifestly overcharged (a typical example would be an elderly couple living in a large highly-rated house); and of considering enforcement only for the small minority of heavy peak-period users, such as those who insist on being able to use a fixed garden sprinkler at any time of the day or night.

for the rest (a large majority), it is much more economic to continue charging on property valuation, either the present RV or new valuations when they are introduced. In a temperate climate universal metering makes little economic or practical sense, and for most people we should be wary of drifting towards it from our simpler and more effective property-based charges for potential for water use.

J. E. Thackray.
Assistant Director of Finance (Economic Strategies and Charging). Seven Trent Water Authority, 2297, Coventry Road, Sheldon, Birmingham.

Balance of parties on interim GLC

From Mr Richard Hainsworth Sir,—The Government's in-tention in the Local Government (Interim Provisions) Bill that nominations to the interim GLC and Metropolitan Country CLC and Metropolitan County
Councils should reflect as far
as possible the balance of
parties on the nominating
authority should be welcomed as a tiny step on a long march
to proportional representation
(PR) in Britain.
But I hope the Government

will set down an equitable formula for the proportional share-out of seats on the pro-posed new authorities. Many majority parties on local councils have scant regard to the rights of minorities in the share-out of committee places, or seats on joint boards. Without clearly defined rules

the scope for frustrating the me scope for insurating the spirit of proportionality is wide. Should the Alliance parties count as one or two? Should allied parties be allowed to aggregate or split their numbers on a council at their conon a council at their convenience?

Richard Hainsworth, 36 Gledhow Wood Grove,



FINANCIAL TIMES

Tuesday April 24 1984



Terry Byland on Wall Street

Tobacco's top two puff on

TRADING reports last week on the first quarter of the year from Philip Morris and R. J. Reynolds Industries, the two giants of the U.S. tobacco industry, indicate that ciga-rettes remain a thriving business no matter what the habit may be doing to the customers.

Morris, which now holds the largest stake in the domestic market through the success of its Marlboro. Benson & Hedges and Virginia Slims brands, strengthened its grip with a further increase in market share in the first quarter.

It still takes the bulk of its profits from tobacco-related sales - about 85 per cent at the operating level in 1983. The Miller Brewing subsidiary, still the second largest brewer in the U.S., turned in flat revenues for the three months after bearing the brunt of heavy promotional ex-penses for Meister Brau, which is popular-priced beer market.

The same renewed vigour in tobacco trading is shown in the results from Reynolds, which is now firmly in second place with its Salem, Camel and other brands holding just under a third of the U.S.

for most of last year, Reynolds has now reported a jump of 23 per cent to S256m in tobacco profits for the quarter. Reynolds does not separate bacco results, but a generally stagnant level of tobacco revenues sug-gests that the group benefited chiefly from higher prices within the

consider phasing his programme - involving 20,000 redundancies and the loss of some 4m tonnes of capac-In its trading report, Morris con-12 months originally specified. Mr MacGregor put no limit on what domestic tobacco industry were flat during the quarter. that period might be.

Overall, both groups disappointed Wall Street. An increase of 10.3 per cent in net earnings at Morris and of 4.4 per cent at Reynolds fell short of the best forecasts from the analysts. A similar shadow of disapproval had greeted the final results for fiscal 1983.

The share prices have in both cases followed the market trend downward since the beginning of the year, with Morris faring rather orse than the Dow Jones and al average as investors have shied away from the tightening competition for Miller and for Seven-up.

The question for both groups remains whether tobacco earning: are as deeply threatened by medi-cal, social and legislative disapproval as seems probable, and how effectively the two are facing this

The move by Morris into the brewing field depends heavily on its ability to win in a very competitive arena, where costs can be high, especially where new products are involved – thus the tensions over Meister Brau. An additional tripwire could be the growing criticism in the U.S. of alcohol use, which could bring in its trial the advertising and sales inhibitions which have hit the tobacco lobby in the

Diversification at Reynolds has taken it into the food and beverage area where Del Monte, the fruit canner, as well as Kentucky Fried Chicken, Canada Dry and other brand names, seem to be delivering the goods. Earnings from food and beverages jumped by 17 per cent to

\$256m in the first quarter. The final net earnings total at Reynolds is distorted by the announced intention to sell off its Sea-Land transport division, which is carried in the quarterly reports as a ings from continuing operations show a gain of 14 per cent at \$165m, and thus outpace progress at Mor-

Moreover, the projected spin-off to shareholders is regarded on Wall Street as a bullish move. Sea-Land fits ill with Reynolds's successful diversification into the profitable food and beverage industries.

A fall of only 9 per cent in the Reynolds stock price since January. against nearly 14 per cent for Morris, may be a signal from the stock market. Both remain on healthy earnings multiples of 8 for Reynolds and 9 for Morris, compared with 7.4 for the Dow average, but Reynolds may now have the edge.

There are recurrent suggestions in the market that Reynolds has marked for the auction block its Aminoil oil and gas exploration division. Aminoil looks like another misfit in the Reynolds portfolio and doubtless contributed to the 40 per cent drop to \$47m in earnings from other businesses. The possibility that Aminoil will be shed must be seen as another bull point for Reynolds stock.

In the immediate term, Morris stock has two strong props. The group has an outstanding dividend for the 17th consecutive year, and it vision. Aminoil looks like another

for the 17th consecutive year, and will benefit from any weakness in the dollar, but Reynolds may be the constant the dollar, but Reynolds may be the constant the dollar.

JAPANESE PREMIER TURNS FOCUS TO DOMESTIC ISSUES

Nakasone bids for wider appeal

BY JUREK MARTIN, FAR EAST EDITOR, IN TOKYO

MR YASUHIRO NAKASONE, Ja- his standing inside the ruling Libpan's Prime Minister, has decided to concentrate on domestic affairs in June, in an attempt to bolster his chances of retaining his position.

This is the clear rationale behind

announcements that he has decided to cancel two planned foreign trips - staying on in Europe immediately after the summit and to Australasia in late July.

The official explanation is that the need to extend the current session of the Diet (Japanese parliament) by perhaps as much as two months until well into the summer precludes his absence from Tokyo. Any Japanese minister normally requires the Diet's permission to leave the country while it is sitting.

British coal mining dispute have come from the National Coal Board

(NCB) which - like the National

Union of Mineworkers (NUM) - had

appeared to have set its face

against any negotiation on its clo-

Mr Ian MacGregor, the NCB

chairman, told the two mine man-

agement unions at a meeting of the

week that he would be prepared to

- over a longer period than the

The board has not yet informed

the NUM of this potentially signifi-cant concession. It did not attend

last week's meeting and one of the

unions asked for details to be kept

secret until it has put the conces-

sion to its executive committee lat-

Mr MacGregor insisted, however,

that the numbers of men to go and

the capacity to be cut must remain

officials believe that if the time lim-

it were stretched out, many of these

problems arising from the cuts

er this week.

eral Democratic Party would be enhanced by playing the role of international statesman. But it is apparent that the party faithful, who vember, are much more concerned about domestic issues.

Thus Mr Nakasone's intent is to strengthen his own hand by shepherding though parliament in the months ahead such bread-and-butter items of domestic legislation as privatising the telecommunications monopoly, establishing and adviso-ry council on educational reform nd revising the national health in-

The lessons of last December's general election, when Mr Naka-However, this formality could sone's disquisitions on foreign polieasily have been circumvented if cy failed to impress the country, Mr Nakasone had concluded that suggest he has taken the safest po-

UK coal chief 'willing to bend

but did not dismiss it out of hand. "I

ing tomorrow of the Coal Industry

National Committee, which also

brings together the three mining

unions. The NUM has informed the

board that it will not attend that

meeting, either - though there are

hopes in the NCB that news of the

board's softer position might lead

A further extension of the dis-

pute, now in its seventh week, is likely to threaten the future of at

least two of the British Steel Cor-

poration's five integrated steel

plants. NUM officials are now con-

sidering whether or not to continue

the dispensation which has allowed

16,000 tonnes of coal from South

Yorkshire pits to keep minimum

production going at the Scunthorpe

The NUM said yesterday that

twice the amount of coal intended

was getting into Scunthorpe and

that it would be "taking action." Mr

Ray Hill, chairman of the National

Union of Blastfurnacemen's North

no continuity of coal supplies then

lay-offs of the workforce (of 6,800)

The Ravenscraig steel plant in

become a virtual certainty.

on timing of pit closures'

them to attend.

BY JOHN LLOYD. INDUSTRIAL EDITOR, IN LONDON

FIRST SIGNS of concession in the ly to the compromise last night -

litical course. However, there have been mutterings from the Foreign Ministry that the Prime Minister is being somewhat derelict in his national duties. This is probably not unconnected with the fact that Mr Shintaro Abe, the Foreign Minister, is one of Mr Nakasone's principal

rivals for the party leadership.
Two other developments over the
weekend may also work to Mr Nakasone's political advantage. The first is the announcement that later this week the LDP and the Democratic Socialists, the fourth largest party, will hold talks on a possible coalition. Similar negotiations with Komeito, the third largest party, are tentatively scheduled for next

If the centre parties can be seduced away from the alternative at-

some of a 65,000 tonne shipment of high grade coking coal which will

arrive on a UK-registered ship to-day. An earlier shipment on the Liberian registered Hastings had been blacked by dockers, whose

union, the Transport and General

Workers', has threatened a national

dock strike if any dockers are laid

off for refusing to load or unload

However, local union officials

fear that the token pickets outside

the Hunterston terminal in Ayr-

shire where the coke is unloaded

will be stepped up this week, threat-

ening the future carriage of coal

The success of the NUM's call to

all miners to strike will be tested to-

day and tomorrow in Nottingham,

the largest of the Midlands areas

which have so far resisted pressure

for a strike. A total of seven of the

The NCB will launch an advertis

ing campaign from today in provin-

from the terminal to the plant.

Nakasone is likely to get some in tra-party credit.

The second development was the decision of the LDP hierarchy to stick with, in principle, the modified primary system of electing a presi-dent. Although this does not mean a primary will actually take place in November, it is probable that Mr Nakasone stands a better chance of doing well in a ballot of the 1.4m registered LDP members than in closed-doors horse-trading by Diet

members.

This is largely because about half the party rank and file has been recruited by the faction beholden to former Prime Minister Tanaka, who still appears inclined to sup-port Mr Nakasone for another twoyear term, especially now that Mr Susumu Nikaido, his lieutenant, has been named LDP vice-presi-

Earnings up 34% at Sears

By Our New York Staff

Roebuck

SEARS ROEBUCK, largest U.S. general merchandiser, which also has financial services operations announced a rise of 34 per cent in profits in the first quarter of the year. Net earnings advanced from \$159.5m or 45 cents a share to \$213.8m or 60 cents. Sales increased by 12 per cent to \$8.37bn.

The earnings announced for the first quarter are in line with market predictions. For the whole of fiscal 1983, Sears turned in net earnings of \$1.3bn, or \$3.80 a share, on sales of \$36bp.

Mr Edward Telling, chairman and chief executive, believes 1984 will be "good for the economy, for rs and for Sears."

county's 25 pits open after the Easter break today, with the bulk re-opening on Wednesday. Most of the increase in first-quarter income came from the merchandise divisions, he said. The Dean Heavy picketing is expected, but Witter financial services group saw some branch officials have already said that they will cross picket lines a drastic fall in earnings from \$39.2m to \$1.5m, reflecting reduced as usual. Some 5,000 police are con-

But Allstate Insurance pu arnings ahead from \$135.7m to \$143.5m and Goldwell Banker Real Estate also had a successful quarter, turning in \$24.5m against \$2.6m

Charter Co.

THE CHARTER Company, the Florida-based oil refining and in-surance group which has been fac-ing mounting financial problems,

Charter, which had revenues of ings, and after its demise Charter inherited the market leadership.

As the adverse publicity has mounted Charter has suffered a sharp increase in the volume of redemptions of its annuities, while sales have fallen away. Last year, Charter's insurance operations which make their money almost entirely from single premium de-ferred annuities, contributed over

The financial problems of its insurance operations have coincided with serious financial problems at its refining and oil marketing oper ations. With Charter's proble creasing, suppliers began to with-draw the trade credit which had been used to finance the refining

To raise money the group last week put its insurance operations up for sale. Although no price has been mentioned, analysts fear that a loss on the sale of the insurance THE LEX COLUMN

West German equity in the kindergarten

een quietly grumbling about the parlous state of West German balance sheets and the failure of domestic stock markets to furnish risk capital. In its latest monthly report, published today, the central bank carries its analysis into the public domain and exoperates neither the banks, the investing institutions nor the corporate sector

Ironically, the Bundesbank study appears at a time when the primary market for equities in West Germany seems to be awaking from its slumbers. Deutsche Bank is cur-rently raising DM 565m through a rights issue, Hoechst announced last week that it was seeking DM 500m of fresh capital and Porsche has just pulled off a remarkably successful offer for sale, raising DM

to finalising plans for a second tier equity market, designed to tempt more companies into public owner-ship, and venture capital has suddenly become the most fashionable topic of conversation in Frankfurt's banking parlours.
Yet the recent activity, while wel-

come, does nothing to undermine the central bank's case. German chemical companies and commercial banks have always stood out as unusually heavy takers of equity capital: Porsche, meanwhile has driven up to the gates of the Frankfurt Stock Exchange, not out of any recognition of the virtues of equity capital, but because of a falling out among the controlling family share-holders. Nixdorf, the fast growing computer company, is planning to float 20 per cent of its equity within here again there is little evidence of a change of philosophy. Nixdorf has been discussing an offer for sale with Deutsche Bank since 1978. And, if the recent fuss over Reuters is any guide neither company would be exactly welcome in London. In each instance investors are being offered only non-voting pref-

erence stock. The Government is currently reviewing the fiscal disincentives to equity ownership, but it is highly unlikely that tax reform alone will

seated reluctance of German investors to put their money into equi-

as long-term investments, or by foreigners: Insurance companies quarter of their investment resources into domestic equities, have averaged an equity weighting of on-

Risk capital

Similarly, the envisaged stock market reform is hardly a giant leap for risk capital. The German banks have deflected suggestions that a brand new market should be created along the lines of Britain's Unlisted Securities Market and instead are pressing ahead with plans to ginger up an existing second tier market. Companies will in future be required to provide more regular trading information, in addition to a rough prospectus prior to the issue, but the vetting and induction of new listed companies will remain

firmly in the hands of the banks. would perhaps be unreasonable to expect more dramatic change. But the last recession has cruelly exfers an excellent opportunity to re- uity and to see their discreetly

When much the most significant without access to public capital was would reflect badly on the reputa-barrier, the double taxation of divivery much higher than the average dends, was dropped in 1977, the imfor industry as a whole during the bank, caution alone has sometimes part on new issue volume was bare recession. A highly geared balance dictated that a company remain priy perceptible. sheet structure might have been ap vate. This stitude now seems slow-Far more important is the deep propriate during the years of heady by to be on the wane. But the banks tors to put their money into equi-economy adjusts to the prospect of that the present new issue wave ties. Well over 50 per cent of Germare modest growth and more volarely represents more than a brief, bull

over, since corporate taxes com-monly absorb between 55 and 60 per cent of domestic profits, the through retentions is very limited

Stul

or

han

The Japanese corporate sector, confronted with a similar dilemma. has so far proved far more success ful than its German counterpart in shifting the balance away from debt Germany has had to contend with a variety of local obstacles to equity funding there is little doubt that the active competition between banks and securities houses in Tokyo for corporate funding has encouraged the shift. In Frankfurt, by contrast, the banks have enjoyed a restrictive monopoly in the provi sion of both equity and debt fi-

Bull market ...

Equities have admittedly been competing with a Government bond market which, besides being large and liquid, has consistently offer real yields of over 21/2 per cent. Yet, even in the recent equity bull mar ket little of the running has been made by domestic investors. Wella the German hair care company year, reported recently that, although a comforting 13 per cent of its non-institutional shareholders were German housewives, over half the listed equity had passed into

Yet at the root of Germany's equity malaise lies the reluctance of companies to seek external finance. Accustomed to complete privacy in Given the traditional rigidity of tant even to publish trading inforthe German financial system, it mation, with all the attendant pubinto the hands of outside sharehold-

posed the under-capitalisation of . In this approach the banks have German industry and the present been, to say the least, willing part-built market; which has seen the ners. Until now, they have on the FAZ index rise by almost 50 per whole been unwilling to see profit-cent since the beginning of 1983, of able credit finance replaced by eqvitalise the notion of equity capital. fluential role on company boards di-The Bundesbank's study finds, minished by the presence of outside not surprisingly, that the incidence investors. Moreover, since a poor tion of a company's sponsoring post-war growth but, as the German still have a responsibility to ensure man equities are owned either by tile corporate earnings, debt equity market phenomenon.

Mr Peter Heathfield, the NUM's general secretary, reacted cautious-The Ravenscraig steel plant in cial and national papers to per-Scotland is likely to receive at least suade miners to continue working. Gandhi bids to exploit split in Punjab

Continued from Page 1

ring to Pakistan and the U.S. Senior government officials, however, do not regard interference by Pakistan as a major priority of immediate concern even though they reject asment that it has no wish or reason to try to destabilise either the Puniab or India.

Mrs Gandhi described the situation in the Punjab as "grim and ex-plosive" reflecting a dramatic increase in ministerial anxiety and concern since the militant Sikh's agitation took a new turn just over three weeks ago.

In a manner uncharacteristic of South Asia, which is accustomed to volatile, unruly and bloody disturbances, the extremists for the first time sent assassination squads to eliminate key figures in carefully planned, cold-blooded attacks. They started with two politicians and a

leading Delhi-based Sikh moderate. Later in one day they attacked 39 small countryside railway stations, again acting in a more planned and direct way than is usual.

A former Indian Army majorgeneral, Shubegh Singh, a Sikh who was cashiered a few years ago, for corruption, is alleged by officials to be training terrorists in the Golden Temple at Amritsar aided by some other disenchanted ex-army

World Weather

Big oil groups fear costly pollution suits

try to the pits.

INTERNATIONAL oil companies, which operate a large part of the world's oil tanker fleet, are worried that the they may be more vulnerable to big suits for damages for oil pollution after last week's ruling by a U.S. judge against the Standard Oil Company (Indiana), owner of

the Amoco Cadiz. Standard of Indiana had argued before the U.S. court that under the international convention for oil pollution damage, only the vessel's owner, Amoco Transport - a Liberian company headquartered in Bermuda - was liable for the costs of cleaning up the oil spill off Brittany in 1978, and its liability was limited

However, in a ruling, the U.S. judge said that the overall parent, Standard Oil (Indiana), was "responsible for the tortious acts of its wholly owned subsidiaries." This means that Standard Oil is liable to the French claimants for damages resulting from the ground-

been able to limit its liability. Standard said last week that based on various U.S. and European estimates, it believed its liability would be no higher than \$150m. Maritime attorneys, however, be-lieve this is on the low side, although they do not believe the claims could run as high as the S2bn being suggested.

Standard Oil (Indiana) lifted first-quarter earnings to \$594m, or \$2.03 a share, from \$399m, or \$1.36, in the comparable 1983

> Many major oil companies operating international tanker fleets own them through offshore companies as was the case with the Amoco Cadiz. This provides them with tax advantages and until now, also helped to provide protection in the event of major marine casualties when only the offshore company, and not the parent was thought to

Mr Jerry Smith, general-secre tary of the Liberian Shipowners' Council, said "The decision will have to be looked at very carefully by shipowners throughout the world, particularly American. It could have significant implications for owners and the insurance indus-

try."
Standard Oil insured the Amoco Cadiz through Dradnats, a wholly owned subsidiary whose function was to see to the insurance needs of the Standard group. Standard said on Friday that it carried pollution liability insurance of \$50m in addi-

reform 'alive'

Continued from Page 1

been "heated" discussions on

whether or not to exempt Euroyen

bonds from the 20 per cent Japa-nese withholding tax and that the U.S. demand that foreign banks be

permitted to handle Japanese pen-

sion fund business was "still very

Stewart Fleming adds from Washington: U.S. officials still hope

they will be able to agree on a joint

statement with Japan on opening up Japan's capital markets by the

middle of next month. Following talks in Washington last week, offi-

tion to coverage for the loss of the

Page 20 Japan finance

seeks debt protection By Our New York Staff

has filed for protection under Chap-ter 11 of the U.S. bankruptcy code.

precipitated by a sharp reduction in trade credit at its big oil refining operations. The parent company and only a quarter of its almost 200 subsidiaries are cited in the Chapter 11 filing . The group's insurance operations are not filing for protection and, according to insurance industry regulators, are continuing to op erate normally.

\$5.7bn and operating profits of \$164.9m in 1983, blames many of its problems on the recent adverse publicity about single premium de ferred annuity sales (a form of tax shelter), which followed the col-lapse of Baldwin United last year. Baldwin was the biggest marketer

70 per cent more of group profits.

operations.

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SECTION II & III - COMPANIES AND MARKETS

FINANCIALTIMES

Tuesday April 24 1984



Study finds need for international bank crisis agency

BY DAVID LASCELLES, BANKING CORRESPONDENT, IN LONDON

DOES THE international banking for their radical views on matters of crisis point to the need for an international finance, go a stage national lender of last resort (ILLR) - some official agency with very deep pockets prepared to step in and save the world from financial collapse? If so, how clearly can its role be defined without giving bankers the idea that they can throw prudence to the winds?

Authorities in the leading indus- in their leading decisions; trialised countries have long been against the idea, mainly because of this "moral hazard," Bank supervisors also prefer to maintain banking discipline by supervising banks but leaving them responsible for their decisions.

The paper deals with the moral

to this delphic statement 10 years III.R itself would operate by buy-ago: The governors "recognised that ing sovereign loans from banks at a it would not be practical to lay down in advance detailed rules and procedures for the provision of temporary liquidity. But they were satisfied that means are available for doubtful loans, although at a loss,

An attack on that position has Institute of Development Studies, Sussex, which says that far from fostering discipline in the markets, ing it to a minimum. In the give and the Committee's line merely adds take of relations between banks fostering discipline in the markets,

not more, stable. resort facilities do exist are in the ILLR, it argues. hands of national agencies in individual countries, which means they could never cope with the problems Sussex group's looks attractive, but of large international banks whose it is hard to see the key players - in tentacles reach into markets all this case central banks and bankers

round the globe. "Current arrangements, based on general uncertainty and attempted ex-post coordination of international lender of last resort in cases of distress, are dangerously insuffi-

But the authors, who are known

That would include getting banks

The Basic Committee of international bank supervisors takes that view, and has confined its public utterances about last-resort lending interest and good collateral. The deep discount and then reselling them at a slightly higher rate to the

original borrower.

Banks would thus be relieved of that purpose and will be used if and and the borrowers could renego-when necessary."

Hand in hand with ILLR, there been made in a new paper from the would have to be much tighter banking supervision to cut out "free riders" and keep the costs of operat uncertainty and makes them less, and supervisors, bankers would be much readier to accept closer con-Moreover, what lender-of-last- troi in return for more explicit

Like many of the ideas put for-ward to ease the LDC crisis, the

International lenders of last resort murantonal lenders of law resort are changes required? By D Stephany Griffith-Jones and Prof Martin Lipton, Institute of Development Studies, Sus-sex. An occasional paper in interna-tional trude and finance published by Midland Bank International, March

low-risk Eurobonds

BY PETER MONTAGNON, EUROMARKETS CORRESPONDENT, IN LONDON

one investment banker last week. But that was on Tuesday when the Eurobond market seemed to the atmosphere changed dramatically with the launch of no less than \$900m worth of new paper in

This is not to say that the Euro-bond market has by any means shaken off its worries about the taste of what it was looking for.

were trading at a narrow discount of about 1 point from their par issue price. This is not to say that the Euro-

H.S. DOLLARS

Jepen Synthetic I Fejilota Ltd. 112

"EASTER'S getting just like Christ- trend of short term interest rates. mas without the bonus," mound Six month Eurodollar deposits \$500m convertible issue for Texaco, edged even higher last week, closhave ground to a halt ahead of the fell quite sharply at the start of the long weekend holiday. On Wednes- week and then traded quietly around their lower levels ahead of the holiday break.

What last week's developments

which follows hard on the heels of ing % point up at 11% per cent. In its 51bn bond launched last month, the secondary market bond prices Though that was the largest conver-Though that was the largest convertible on record, it was still not enough to satisfy all investor de-

The new deal was launched as a "bought" issue by Credit Suisse the dollar sector in a single day. To everybody's surprise the bonds were pretty well absorbed in a market that had until then appeared allow highly selective. The market that had until then appeared allow highly selective. The market turns now highly selective. The market turns against the issue. But the gamble is simply not quite as dead as some paid off and on Thursday the bonds

Demand reappears for Hungary rejoins World Bank for financing

BY OUR EUROMARKETS CORRESPONDENT

It is planning to raise a total of \$285m and Y23bn (\$102.8m) to finance projects in its industrial and petroleum sectors designed to boost exports and reduce energy demand. As with last year's co-financing, the World Bank is expected to lend about 15 per cent of the total sought in both the dollar and yen tranches.

Pricing details of the new cofinancing deal remain to be agreed, but it is already generating considerable interest in the banking com-

and the fact that it is returning so soon underlines the way in which this new mechanism has gained the credit market continues, how-ever, to force banks to improve the market acceptance. Another recent terms on offer to borrowers. Large co-financing, the \$175m loan for new loans expected for both Malay-Colombia's electricity board FEN, sia and Denmark are expected to

age of lending opportunities, banks end of last week and is set for sub-Eastern Europe again. The recent year maturity.

Av. life

HUNGARY is to return to the Euromarkets shortly for its second major co-financing with the World mew co-financing scheme last year, \$150m bankers acceptance facility for Hungary was increased to \$210m because of strong demand. Competition for new business in

closed syndications last week with more than \$70m raised from the appear shortly on very low margins, while the \$100m standby facility for Gaz de France, launched ten days The new deal also confirms Hungary's growing international credit-worthiness. With a general shortare increasingly turning towards stantial increase despite its long 12-

3 3 3

Offer yield %

1.750

* Not yet priced. ‡ Final terms.	** Place	went. §	Convertible	. † Ros	iting rate no	nte: coupon is spread over 6-month l 17 Registered with U.S. S.		(b) Spread ever 3-month Libor. (te: Yields are calculated on AIBO ba:	(c) Spread over	91day T-8	ans. ∮	Repayable i	in equity.	¶ With warrants. Redemptio	m at 218.
Funkawa Elestric **\$‡ Toshika 5‡	189 199	1989 1992	<u>-</u> ·	134 2	100 1 89	SBC CS	1.750 2.000	EIB ‡	20bn	1994	9	7.3	99.65	Nikko Secs.	7.485
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	-	1037		1174	100	UBS Secs., Deutsche Monura		Japan Devt. Bank**‡	15D	1989	_	51/4	100	CS 23	5.250
Texaco \$‡	580	1994	10	113/4	180	CSFB, Goldman Sachs, SBCI,		Taio Paper Mfg. ""I	30	1989	_	51/4	100	SBC	5.876

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April 12, 1984

NEW ISSUE

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MARCH 1984

U.S. \$100,000,000

Beneficial Overseas Finance N.V.

12% Guaranteed Notes Due February 1, 1991

Unconditionally guaranteed by

Beneficial Corporation

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DG BANK Deutsche Genossenschaftsbank

Blyth Eastman Paine Webber International

Credit Lyonnais **County Bank Limited**

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Swiss Bank Corporation International Westdeutsche Landesbank Girozentrale

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Saitama Bank (Europe) S.A. Smith Barney, Harris Uphane & Co.

The Taiyo Kobe Bank (Luxembourg) S.A.

Dean Witter Reynolds Overseas Ltd.

Manufacturers Hanover

Mitsui Trust Bank (Europe) S.A.

Pierson, Heldring & Pierson N.V.

Sanwa Bank (Linderwriters)

Wood Gundy Limited

Yasuda Trust Europe

U.S. BONDS

Investors sit tight as market shows its skittish side

Last week Treasury Bill rates

Treasury Bills early in the week and the reduction in the size of

the weekly Treasury Bill auction—made necessary once again by a looming Federal debt ceiling.

Such factors may continue to

play an important role in the markets over the next two weeks as the Fed grapples with

the impact of April tax receipts Which, according to Salomon Brothers, are likely to swell the

Treasury balances by \$15bn or more by the end of this month.

the markets was highlighted last Wednesday when bond prices

declined sharply amid a wave of rumours—all denied—the most

startling of which was that Paul

Volcker, the Fed chairman, had

Strikingly an investor who purchased Treasury long bonds

in early January at their peak prices and held onto them would have seen his investment

slip by a full 10 points.

resigned.

The extreme nervousness of

BOND PRICES sank to new wary of the longer-term fixed lows last week amid continuing rate markets, prefering to buy concern about the fast pace of floating rate securities or stay economic growth, soaring credit demand, and a growing convic-tion that interest rates—and potentially inflation-are head-

were virtually unchanged for the second week in a row while the yield on the Treasury long in this pessimistic atmosphere most potential retail investors are steering clear of the markets. Those who remain—mostly hardened professionals—appear to be taking advantage two weeks. This steepening of the Treasury yield curve re-flects not only investor caution but also technical factors like the Fed's outright purchase of appear to be taking advantage of any slight pick-up in prices

to lighten their portfolios.

Underpinning the markets' extreme skittishness is a feeling that economic statistics have vet to prove conclusively that the pace of the economic recovery is now moderating.
Among a mixed bag of statistics published during the

U.S. INTEREST RATES (%)

four-day Easter week, the Commerce Department produced revised first quarter GNP figures which showed the economy growing at an annual rate of 8.3 per cent, up from the "flash" estimate of 7.2 per cent. While about half of the increase can be attributed to the accumulation of business inventories, such numbers still scare the market. Today dealers will have the chance to match these fears against reality with the publication of the March Consumer Price Index.

Meantime, other statistics are providing ample evidence of sharply increasing private credit demands. Outstanding commercial paper grew by a further \$1.57bn to \$201.42bn in the week ending April 11 and last week the Fed estimated that total outstanding debt in the U.S., excluding that of financial corporations, grew at an annual rate of 12.1 per cent in February 10 an annual rate of 12.1 per cent in February 10 an annual rate of 12.1 per cent notes and First City Bancorp of in February 10 an annual rate of 12.1 per cent notes and First City Bancorp of in February 10 an annual rate of 12.1 per cent notes and First City Bancorp of in February 10 an annual rate of 12.1 per cent and Carolina Power and Light sold \$100m of 132 per cent and Carolina Power and Light sold \$100m of 132 per cent 10-year bonds at par. Among the in February to an average of

Against this background market participants are increasingly

Dome Petroleum agrees further debt rescheduling

DOME PETROLEUM, the debtburdened Canadian oil and gas producer, has reached another agreement with several large lenders for the rescheduling of debts which total around C\$6bn (\$4.7bn).

The company signed similar letters of understanding with two of its eight lender groups last week, including the largest, a syndicate headed by Citibank The latest agreement is with Dome's four major Canadian creditors, Royal Bank, Canadian Imperial Bank of Commerce, Bank of Montreal, and Toronto-Dominion Bank. The company said that unspecified payments of principal have already been

Conditions for the agreements signed so far include the conclusion of debt rescheduling negotiations with other lender

groups by the end of this month, the signing of formal agreements by the end of June. and the completion of Dome's planned equity issue, expected to be for at least C\$350m. A Dome official said the terms of the rescheduling plan are unlikely to be disclosed until

all legal formalities are com-

new rescheduling plan. Its total known as the Dome energy debt to the four Canadian banks is C\$2.4bn. known as the Dome energy loan, is guaranteed by Dome Petroleum has a 40 per cent interest. Dome Mines said in a separate statement that it has agreed with Dome Petroleum and the banks that the maximum amount of its guarantee will be reduced from C\$225m to C\$145m if Dome Mines buys C\$70m of Dome Petroleum's

forthcoming share issue.
Earlier this month, Dome reported a 1983 het loss of C\$1bn, against a deficit of C\$369m a year ago. The loss, the largest ever by a Canadian A portion of the four Cana-dian banks' loans to Dome, disposing of assets.

Inland Steel climbs out of red

AFTER a run of two-and-a-half \$21.2m, against a loss of \$18.5m move up during the present totally unprofitable years, Inland Steel, the fifth largest U.S. steel company, broke back into the black in the first quarter of this year to declare

modest earnings of \$2m.

The profits figure, the equiva-lent of 2 cents a share, compares with a loss of \$19,99m, or 83 cents a share a year ago, and was achieved on sales of \$878.4m against \$669.6m in 1983. Operating profits, before

last year.

Mr Frank Luerssen, the chairman, said that the results were achieved despite sluggish

product prices, and reflected a continuing improvement in the company's cost structure.

Demand, however, had con-

tinued to increase, so that plants were operating at around 80 per cent of capacity in the quarter against 71 per cent in the final 1983. Operating profits, before three months of last year. The interest rates could curtail t interest charges, amounted to operating rate has continued to current economic expansion.

At 1.32m tons in the first quarter, steel shipments were 23 per cent higher than the 1.07m tons delivered in the same period of last year, but slightly down on the 1.33m in the final quarter of 1983.

Mr Luersson added that bookings continued to exceed expec-tations, but warned that rising interest rates could curtail the

Reduced deficit from **Imetal**

By Paul Betts in Paris

IMETAL, the French mining and metals group, reduced group losses to FFr 570m (\$70m) last year from a deficit of FFr 642m in 1982. The group, which was in-volved in a series of major

worven in a series of major asset changes last year, said sales last year totalled FFr 7bn, the same level as in 1982 on a comparable basis. A major reason for the lower deficit was the state rescue for the former financially troubled. Imetal substitutions diary, Societe Le Nickel, the diary, Societe Le Nickel, Inc.
New Caledonian nickel
mining concern which has
now come under 70 per cent
ownership of the state-owned
Erap oil holding company.
Imetal formerly held 50 per
cent of the loss making Le
Nickel concern.

Nickel concern.

Moreover. Imetal said there was a recovery at its Penarroya lead, zinc and non-ferrous metal subsidiary as a result of the upturn in the zinc market. Penarroya lost FFr 176.6m last year compared with lasses of FFr. Nickel concern. compared with losses of FFr. 384m in 1982.

The group also said a re-covery, was taking place at its U.S. Copperweld subsi-diary which lost \$22m last year. Imetal said sales had recovered strongly in the fourth quarter of 1983 and the upswing had continued

Strong profit gains at BSN and Pernod

BY DAVID HOUSEGO IN PARIS

BSN, whose interests stretch from dairy products to beer, said net earnings rose by 29 per cent to FFr 74im on the basis of a 13 per cent increase in turnover to FFr 24.9bn;

soft drinks group boosted its alcoholic beverage turnover.

net profits by 27 per cent to

FFr 471m on a slightly increased turnover of FFr 7.57bn. total turnover, compared with BSN experienced strong 25 per cent last year. growth in drinks, groceries and Pernod's dividend remains packaging. The dairy products unchanged at FFr 27 per share.

and drinks groups report smaller contribution to net sharply increased profits for profits because of a strike at 1983. Group cash-flow increased from FFr 1.7bn in 1982 to FFr 2.1bn last year. The dividend is being raised from FFr 50 to FFr 52 per share. Perriod offset a disappointing n turnover to FFT 24.95b. performance in spirits sales by Pernod Ricard, the spirits and a 34 per cent increase in non-

Bahrain offshore group in share swap with affiliate

GULF INVESTMENTS (GIC), a S.LLF. (Holding), a company Bahrain-registered offshore company which took a \$76m write Antilles.

off against its capital last year S.LIF, an international in the aftermath of the Knwaiti investment group, is already stock market crisis, is seeking to acquire an affiliate company in a share swap with a nominal value of \$64m.

GIC is awaiting a report from

owned 10.5 per cent by GIC, and its general manager and three of its directors act for both com-panies. Through S.LLF., GIC has a 1 per cent interest in SBHU Holdings, the parent company of the New York investment bank Smith Barney of Commerce, on its proposal to investment bank Smith Barney issue 256m new shares par Harris Upham, together with a value 25 U.S. cents) and 2.4 per cent interest through exchange them for shares in another affiliate, Rabia Holding.

the state of

F EVERAL

Changes at Procter & Gamble

The corporate markets have fared little better. Last week THE PROCTER & CAMBLE CO., has made the following appointments from June 1. Mr Edwin L. Arizt, executive vicemedium term corporate bond prices fell by a points while long term issues declined by points. New issues were generally well received but prices lost ground in retail trading. Among the new issues, Pennsylvania president, has been elected vice-chairman of the board and president, Procter & Gamble international Mr Artzt will con-tinue to be responsible for all Power and Light sold \$125m of international operations. Mr Thomas Laco, executive vice-13} per cent 10-year bonds priced to yield 13,546 per cent Thomas Laco, executive vice-president, becomes vice-chair-man of the board. Mr Laco will have broad responsibility for the company's staff as well as responsibility for the pharma-ceutical and food service pro-ducts operations. Mr John E. Pepper, group vice-president, is made an executive vice-presi-

made an executive vice-presi-dent. Mr Pepper will move to Cincinnati from Brussels,

notes and First City Bancorp of Texas sold \$100m of 12-year Paul Taylor

Belgium, and assume overall responsibility for U.S. consumer products business except the Norwich division. Mr Harald Einsmann, vice-president — Northern Europe, is elected group vice-president. Mr Einsmann, will have overall responsimann will have overall respons mann will have overall responsibility for the European operations, succeeding Mr Pepper.
Mr Robert T. Blanchard, vicepresident—bar soap and household cleaning products division,
becomes vice-president —
Northern Europe, succeeding
Mr Einsmann. Mr Charles C.
Carroll, vice-president—Norwich
division, is made vice-president division, is made vice-president bar soap and household clean-ing products division, succeed-ing Mr Blanchard. In a related

move, Mr Harry Tecklenburg, senior vice-president, will assume responsibility for the Mr Richard A. Brooke has been appointed principal finan-cial officer of the BIOGEN GROUP, the bio-engineering

Subsidiary of Biogen SA, of Geneva. Mr Brooke also becomes vice-president, finance, of Biogen Inc. and Biogen Research Corporation, the U.S. operating Mr S. William Broka, vice-president for communications, Mr S. William Broka, vice-president for NASDAO appearations. Corporation, the U.S. operating subsidiaries. • Mr Claus Nuescheler has been appointed STANDARD BANK, Zurich.

 Mr Raymond J. Dempsey has been elected chairman and chief executive officer of EUROPEAN AMERICAN BANCORP and its major subsidiaries, European American Bank & Trust Co. and American Bank & Trust Co. and European American Banking Corpn. Mr Dempsey had been chairman, president and chief executive officer of Fidelcor, Inc. and its major subsidiary, Fidelity Bank of Philadelphia. He succeeds Mr Harry E. Ekblom, who left EAB at the end of 1983.

NATIONAL ASSOCIATION
OF SECURITIES DEALERS
INC. (NASD) has named Mr

INTERNATIONAL APPOINTMENTS

dent for NASDAQ operations, and Mr James M. Cangiano as NASD corporate secretary. chairman of CHARTERED (Mr David Barron, presently deputy agent at the ROYAL BANK OF SCOTLAND'S San francisco agency, has been af EUROPEAN (Presentative appointed senior representative appointentior representative appointed senior representative appointed

at its Los Angeles representa-tive office. He succeeds Mr Philip H. Jacobs, who is shortly Philip H. Jacobs, who is shortly to receive another appointment. Mr James M. Stott, previously an international banking officer at the bank's head office in Edinburgh, has been appointed assistant manager at the New York branch.

● Mr Ted H. Hull, vice-president -commercial operations Allstate Insurance Co., and senior vice-president, Northbrook Pro-who is retiring on May 1 as manager of ZURICH INSUR-perty & Casualty Insurance Co., chairman and chief policy ANCE CO., Zurich.

York branch.

has been elected chairman of A M E R I C A N N U C L E A R INSURERS (ANI). He succeeds Mr Nicholas F. Miller, vice president and actuary. Actua Life & Casualty, as chairman. Mr John C. Morrison, senior vice-president— underwriting, property casualty group, CIGNA Corpn., has been elected vice-chairman. Mr Morrison succeeds Mr Frank E. Raab, former president and chief executive officer of Allianz Insurance Co., as vice-chairman.

Gainsco, INC., U.S. under-GAINSCO, INC., U.S. under-

writer, has appointed Mr Jack L. Johnson senior vice-president underwriting. He joined Gainsco in June 1979, as vice-president, marketing/underwriting. elected president and chief executive Mr Sama F. Segman to the additional post of chairman. He replaces Mr Wills A. Strauss who continued in Mr. Strauss

for sales and business development across the eastern, north central and western U.S.

Mr Rabert W. Michael has been named president and chief operating officer of JIM WALTER HOMES, INC., a subsidiary of Jim Walter Corporation, He succeeds Mr Thomas L. as president for the past 11 years. Mr Michael has been a vice-president of Jim Walter Homes since 1975.

• Mr Helnrich Wirth has been

FT INTERNATIONAL BOND SERVICE

CONVERTIBLE

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Last week Previous week 7,706.1 12,031.2

EUROBOND TURNOVER

Other bonds Last week Previous week 2,311.9 1,928.6

> * No information available previous day's price. † Only one market maker supplied a price.

STRAIGHT BONDS: The yield is the yield to redemption of the mid-price; the amount issued is in millions of currency units except for Yen bonds where it is in billions. Change on week= Change over price a week

FLOATING RATE NOTES:
Denominated in dollars unless
otherwise indicated. Coupon otherwise indicated. Coupon shown is minimum. C.dte=Date next coupon becomes effective. Spread=Margin above six-month offered rate (three-month; sabove mean rate) for U.S. dollars. C.cpn = The current coupon. C.yld = The current yield.

dollars. C.cpn = The current coupon. C.yld = The current yield.

CONVERTIBLE BONDS: Denominated in dollars unless otherwise indicated. Chg. day = Change on day. Cnv. date = First date for conversion into shares. Cnv. price = Nominal amount of bond per share expressed in currency of share at conversion rate fixed at issue. Prem = Percentage premium of the current effective price of acquiring shares via the bond over the most recent price of the shares.

The list shows the 200 latest international bonds for which an adequate secondary market exists. The prices over the past week were supplied by: Krediethank NV; Credit Commercial de France; Credit Lyonnais; Commerzbank AG; Deutsche Bank AG; Westdeutsche Landesbank Girozentrale; Banque Generale du Luxembourg SA; Banque Internationale Luxembourg; Krediethank NV; Pierson, Heldring and Pierson; Credit Suisse/Swiss Credit Bank: Credit Suisse/Swiss Credit Bank: Credit Suisse/Swiss Credit Bank: Credit Commercial de France (Securities) London; Daiwa Europe NV; EBC, First Chicago; Goldman Sachs International; Citoorp International; Bank: Credit Commercial de France (Securities) London; Daiwa Europe NV; EBC, First Chicago; Goldman Sachs International; Nomura International; Nomura International; Orion Royal Bank; Robert Fleming and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Samuel Montagu and Co.; Swiss Baak Corporation International; Closing prices on April 19



Michelin Finance (Pays-Bas) B.V.

£60,000,000

Revolving Acceptance Credit

Compagnie Financière Michelin

S.G. Warburg & Co. Ltd.

Banque Paribas (London)

Banque Bruxelles Lambert S.A.

Banque Paribas (London)

Crédit du Nord

The Hongkong and Shanghai Banking Corporation

Swiss Bank Corporation

S.G. Warburg & Co. Ltd.

Amsterdam-Rotterdam Bank N.V.

The Bank of New York

National Australia Bank

The Mitsui Bank, Limited

Banco di Sicilia

Bank of China

Crédit Industriel et Commercial

April, 1984

Jest in 1 ID

Volker Stevin boosts profits by 40%

BY WALTER ELLIS IN AMSTERDAM

3

Sal

SALES fell sharply last year at Volker Stevin, the Dutch construction group, but the company still managed a 40 per cent improvement in earnings, to F1 13.7m (\$4.5m).

The company expects little Volker Stevin saws that noten.

The company expects little Volker Stevin saws that noten.

The company expects little Volker Stevin saws that noten.

The company expects little Volker Stevin saws that noten.

The company expects little change in the stagnant domestic market but, in spite of its lessened (the company has in 1982.

SBC continues to show improvement

SWISS BANK Corporation, whose net profits rose by 16.1 per cent last year to SwFr 429m (\$196m), reports a further improvement in earnings for the first quarter of this year.

The bank does not disclose quarterly profits but says that

business volumes led to better net interest earnings despite a slight narrowing of margins. Profits from foreign-exchange dealings also rose, although there was a slight drop in income from precious metals

North American Quarterly Results

AMERICAN MATURAL RESOURCES Natural gas; trucking			OREAT HORITERIA N Pulp and paper	EKOOSA		SHERWIN-WILLIAMS Paint producer				
First quarter	1984 S	1983	First quarter	1984	1983	First quarter	1984	198		
Revenue	1.7bn	975m	Review	459.1m	371.7=	Revenue	463.9m	438.7		
Not profits	67.Sm	80.9m	Net profits	29.7%	15.2m	Net profits,	4.96	2.2		
Not per chare	2.74	2.52	Not per share	1.14	0.61	Net per share	0.21	0.0		
BANK OF NEW YORK U.S. bunk holding co	nopidity		HARRIS BANKCORP Bank holding compan			SOUTHWEST APPLICE Domestic certier	8			
First quester	1984	1983	First quarter	1984	1993	First quarter	1984	198:		
		\$		3						
Rovenue		•	Assols	8.35bn	7.42bn	Revenue	125.tm	94.8		
Net profite	25,9m	21,5m	Net profits	7.7m	9.1m	Net profits	· 10.2m	5.10		
Net per shere	1.58	1.40	Net per shere	1.17	1.57	Not per shere	0.35	0,1		
BORDEN Foods, chemical pro	descha	- :	KAISER CEMENT Seventh largest U.S.			SUNDSTRAND Mechanical and hydro	wile com			
First quester	1984	1983	First querter	1984	1983	First quarter	1984	198		
_	8	8	,			_	3	3		
Revocue	1.1bn	937.3m	Revenue	53.82	43.8m	Revenue	233.7m	222.8c		
Net profits	35.9m	22.7m	Net loss	5.6aa	174,000	Net profits	12.7 2 m	9.475		
Net per share	1.22	0.78	Net loss per share	0.77	0.02	Not per share,,,,,	0,70	0.5		
BURLMQYON NORTH Rail, forest products,	ENH oli and ga	16	REVION Coemetics, health car			TANDY Electronic products re	stailer			
First quarter	1984	1983	First quarter	1984	1983		1983-84 1 5	1922-81 S		
Revenue	2.31bn	1.10bn	Revenue	584m	552 See	Playments	656.1m	589.9n		
Net profits	160.6m	70.5m	Net profits	24.5m	23.7m	Net profits	62.5æ	57.An		
Net per skere	1.90	0.92	Not per share	0.68	0.48	Net per share Mine mouths	0.80	0.5		
						Reveaue	2.14ba	1.89b		
DY-CIELL-O	·:		SCM ·			Net profits	223.4m	204.1a		
			Costings, foods, pape	r product	6	Ket per share	2.15	1.90		
First quarter	1983-84 1 S	962-53	Third guarter 1	983-84 1	982-83	THEKEN				
Tevegue	268.2m	235.8m		8	8 .	Tapered roller bearing	je			
Net profits	10.8m	10.7m	Reverses	507.9as	402.2m					
let per shere	0.76	0.76	Net profits	9.7m	2.4m	First quarter	1984	1981		
-			Not per share	0.99	0.25	_	\$			
			Mine mouths			Revenue	267.£m	214.6m		
nt. Minerals & Chi			Revenue	1.49be	1.22bn	Net profits	12.9m	*5.1e		
ertilisere, animal pro	oducts		Het profits	25.8cm 2.63	20.1m . 2.10	Not per share *Loss	1.10	*0.46		
Third quarter 1	983-84 1	962-83 \$				<u></u>				
2 marcia	388.8m	371.6m	SCOTT PAPER	_		CINGON CAMP				
levenue	300.0m 26.8m	3/1.0m 21.2m	Paper tissues and tou	reits		Paper, paperboard				
let per share	1.00	21.2m 0.79					4005			
Nine mouths			First quarter .	1984	1983	Pirst quarter	1984	1983		
16VERUS	1.070m 85.8m	1.02bn 67.3m	Revenue	612.8m	967.5m	Revenue	490.6m	395er		
			N-4		19.1m ·	Hat reside	42.20	26.8m		
let profits	93.00		Net profits	34.2m 0.70	0.41	Net profits	1.73	1.10		

Record results for Japanese brokers

By Our Tokyo Staff

JAPAN'S four major securities houses have returned record parent company turnover and profits for the six months ended March 1984. Nomura Securities lifted earnings by 52 per cent and Daiwa Securities is 80 per cent ahead at the net level. Yamaichi Securities and Nikko Securities have both doubled net profits.

The reporting period for the houses takes in a big surge in trading volume, notably in January when the Tokyo stock market saw the Nikkei-Dow share index top 10.000 for the first time.

In the six months daily volume averaged 358m shares, down from 371m shares for the preceding half year. But transactions in value reached a record level, thanks to foreign buyis, of high-priced blue chips. Yamaichi Securi-ties' brokerage commissions rose to 66.4 per ceut of the total for the whole of the down from 371m shares for

Bond commissions expanded briskly and investment trust commissions increased, mir-roring a steep gain in the net assets of medium-term-government bond funds.

Nomura's half-year turnover rose to Y293.96bn (\$907m) from Y155.63bn in the same period of the pre-vious year. Recurring profits totalied Y74.69bn, up 34 per cent, and net profits surged by 52 per cent to Y34bn.

Nikko's recurring profits jumped by 109.3 per cent to Y46.49bn, with net profits of Y17.82ba, up 100 per cent. Daiwa's recurring profits were Y48.82bn, up 61.4 per cent with net profits up 80 per cent with net profits up 80 per cent at Y20.17bn. Yamajehi's cent at Y20.17bp. Yamaichi recurring profits surged by 106.8 per cent to ¥42.76bn, with net profits of ¥16.78bn, up 103.4 per cent.

Singapore bank up Industrial and Commercial Bank of Singapore reports a group profit, after tax, diminution in assets, transfer to inner reserves, and minority interests, of \$\$23.7m (US\$11.4m) in 1983, up 9 per cent on 1982. Dividend is held at 15 cents a share, AP-

This announcement appears as a matter of record only

WORLD BANK

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT

Issue of £100,000,000 105 PER CENT. NOTES 1989 At an issue price of 99½ per cent.

with interest payable annually on April 15

Baring Brothers & Co., Limited

Dai-Ichi Kangyo International Limited DG Bank

Dresdner Bank Aktiengesellschaft Effectenbank Warburg Aktiengesellschaft

Deutsche Genossenschaftsbank

Dillon, Read Overseas Corporation Dominion Securities Ames Limited

Skandinaviska Enskilda Limited

European Banking Company Limited First Chicago Limited

Genossenschaftliche Zentralbank AG

Girozentrale und Bank der österreichischen

Fuji International Finance Limited

Sparkassen Aktiengesellschaft Goldman Sachs International Corp. W. Greenwell & Co.

Grindlay Brandts Limited Guinness Mahon & Co. Limited

Lazard Brothers & Co., Ltd.

Lazard Frères et Cie Lehman Brothers Kuhn Loeb

Nederlandse Credietbank nv

International, Inc. Manufacturers Hanover Limited B. Metzler seel. Sohn & Co.

Kidder, Peabody International Limited

Mitsubishi Finance International Limited

New Japan Securities Europe Limited The Nikko Securities Co., (Europe) Ltd.

Morgan Stanley International The National Bank of Kuwait S.A.K.

Nippon Kangyo Kakumaru (Europe)

Grieveson. Grant & Co.

Hoare Govett Ltd. IBJ International Limited Kansallis-Osake-Pankki

Kitcat & Aitken Kredierbank N.V.

Enskilda Securities

Algemene Bank Nederland N.V. County Bank Limited Daiwa Europe Limited Hambros Bank Limited Kleinwort, Benson Limited LTCB International Limited Samuel Montagu & Co. Limited Morgan Guaranty Ltd

J. Henry Schroder Wagg & Co. Limited Union Bank of Switzerland (Securities) Limited Alahli Bank of Kuwait (K.S.C.) Al-Mal Group Amro International Limited Crédit Commercial de France Crédit du Nord Crédit Lyonnais Creditanstalt—Bankverein

Astaire & Company Julius Baer International Limited Banca Commerciale Italiana

BankAmerica Investment Banking Group Bank Gutzwiller, Kurz, Bungener (Overseas) Limited Bank in Liechtenstein AG Bank Leu International Ltd. Bank Mees & Hope NV The Bank of Bermuda Bank of Tokyo International Limited Bankers Trust International Limited Banque Bruxelles Lambert S.A. Banque Générale du Luxembourg S.A.
Banque Internationale à Luxembourg S.A.
Banque Louis-Dreyfus en Suisse SA
Banque Nationale de Paris
Banque de Neuflize, Schlumberger, Mallet Banque Paribas

Banque de l'Union Européenne Banque Worms Bayerische Hypotheken- und Wechsel-Bank Aktiengesellschaft Bayerische Landesbank Girozentrale Bayerische Vereinsbank Aktiengesellschaft Berliner Handels- und Frankfurier Bank Blyth Eastman Paine Webber International Limited

Caisse Centrale des Banques Populaires Caisse des Dépôts et Consignations Caisse Nationale de Crédit Agricole Cazenove & Co. Charterhouse Japhet plc Chase Manhattan Capital Markets Group Chase Manhattan Limited

Chemical Bank International Group CIBC LIMITED Citicorp Capital Markets Group Commerzbank Aktiengesellschaft Continental Illinois Capital Markets

Deutsche Bank Aktiengesellschaft Hill Samuel & Co. Limited Lloyds Bank International Limited Merrill Lynch Capital Markets Morgan Grenfell & Co. Limited Orion Royal Bank Limited Société Générale S. G. Warburg & Co. Ltd.

Nomura International Limited Norddeutsche Landesbank Girozentrale Nordic Bank ple Österreichische Länderbank Aktiengesellschaft Phillips & Drew Pierson, Heldring & Pierson N.V. PK Christiania Bank (UK) Ltd. Postipankki Prudential-Bache Securities Rea Brothers Plc N.M. Rothschild & Sons Limited

Credit Suisse First Boston Limited

Barclays Bank Group

Rowe & Pitman Salomon Brothers International Limited Sanwa Bank (Underwriters) Limited Sarasin International Securities Limited Saudi International Bank
Al-Bank Al-Saudi Al-Alami Limited Scandinavian Bank Limited Simon & Coates

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Baring Brothers & Co., Limited

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Payable as to £30 per cent. of the nominal amount on application and as to the balance of the issue price by June 26, 1984 with interest payable half yearly on April 15 and October 15

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April 24, 1984

TSUMURA JUNTENDO, INC.

DM 100,000,000 31/4 Deutsche Mark Bonds of 1984/1989 with Warrants attached

to subscribe for shares of Common Stock of

TSUMURA JUNTENDO, INC

THE MITSUBISHI BANK, LIMITED

Issue Price: 100%

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> This advertisment complies with the requirements of the Council of The Stock Exchange of the United Kingdom and the Republic of Ireland



New Zealand

£100,000,000

10 per cent. Notes 1989

Issue price 99½ per cent.

The following have agreed to subscribe or procure subscribers for the Notes:-

S. G. Warburg & Co. Ltd.

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Swiss Bank Corporation International Limited Development Finance Corporation of New Zealand

The £100,000,000 principal amount of Notes constituting the above issue has been admitted to the Official List of The Stock Exchange of the United Kingdom and the Republic of Ireland, subject only to issue. Interest is payable annually on 27th April, the first such payment being due on 27th April, 1985.

Particulars of the Notes are available from Extel Statistical Services Limited and copies may be obtained during usual business hours on any weekday (Saturdays and public holidays excepted) up to and including 8th May, 1984 from:-

Scrimgeour, Kemp-Gee & Co., 20 Copthall Avenue, London EC2R 7JS

Rowe & Pitman, City-Gate House, 39-45 Finsbury Square, London ECLA IJA

Bank of New Zealand

24th April, 1984

Arab investment group may take Hanomag stake

Companies and Markets

Arab interests.

The Papenburg-Gassmann group of businessmen emerged as the new controllers of Hanonag closed completely at the end of March, but reopened a fortnight later with 200 workers on the first shift. mag after a number of potential buyers engaged in months of wrangling over the bankrupt concern.

The businessmen now have

begun negotiations with the Arabian General Investment Corporation (Agico) of Dubai, which has been among the companies weighing up Hanomag's

THE WEST GERMAN group gested that Agico might be 2,600 workers and had just laid interested in taking over 50 per the foundation stone for a new struction equipment concern, is pursuing negotiations about of the negotiations to be clear group includes the brothers struction equipment concern, is they do not expect the outcome pursuing negotiations about of the negotiations to be clear group includes the brothers until mid-May at the earliest. Horst and Helmut Gassmann.

> The Papenburg - Gassmann group plans to build up produc-tion and the number of workers

whether Arab or other interests also become involved.

who with their father are involved in the sale of cars and construction equipment. They have been joined by Herr Gunter Papenburg, whose interests include construction

projects,
... Their takeover of Hanomag over the next few months, but the scale of the operation will and the prospect of foreign partners have raised hopes that whether Arab or other interests built up again in Hanover. also become involved. Hanomag's origins in Hanover. When the IBH group coldate back nearly 150 years and lapsed late last year, its Hanoits near-collapse has been a
mag subsidiary employed about severe blow to the city.

New Straits Times plans rights

BY WONG SULONG IN KUALA LUMPUR

NEW Straits Times, Malaysia's largest newspaper publishing group, reports continued strong earnings growth, and announces plans for a scrip and rights.

For six months ended February 1984, NST, which publishes the nation's largest Englishlanguage newspaper and the financial daily, Business Times, recorded an 18.7 per cent increase in pre-tax profit to 24.9m ringgit (US\$10.9m). Turnover rose by 11 per cent to 84m ringgit.

Profit after tax and extra- group, and developing new ordinary items rose by 24 per businesses, notably in informacent to 13.4m ringgit, or 58 tion services. cents per share.

cent to 13.4m ringgit, or 58 ton services.

cents per share.

NST is paying an unchanged.

The performance was interim dividend of 15 cents.

achieved on good advertising Meanwhile, its parent holding revenues and stable newsprint company. Fleet Holdings, has officially launched its 45m The rights issue, priced at ringgit television project—4.5 tinggit a share, would raise some eight months ahead of 51.5m ringgit for expansion. 51.5m ringgit for expansion. New projects include the estab-This is Malaysia's first private
TV station, and will initially lishment of a new printing plant

transmit programmes within a radius of 50 kilometres around on the east coast of West transmit progra Malaysia, investing in Faber radius of 50 kil Merlin, the hotel and property Kuala Lumpur.

Fiat Trattori buys French Record first quarter at 3M farm machinery maker By William Hall in New York

from IDI, the French institute for industrial development, and

will buy the remaining 25 per.

cent in three years time. Braud, which is based at

Angers, has turnover of about

FFr 200m and a workforce of

350. The deal fills a gap in the

BY JAMES BUXTON IN ROME

- This is to the Armed Line (1) Line (1) Armed Armed (1)

MINNESOTA Mining Manufacturing (3M), the U.S. consumer and industrial goods conglomerate, had a record first quarter this year, with net income rising by 11.4 per cent to \$175m or \$1.50 a share.

Mr Lewis Lehr, the chairman, said the group experienced double-digit unit volume growth in both the U.S. and overseas markets. In value terms sales Overseas, where 3M has been

rose by 10.1 per cent to \$1.87bn. hit by the strength of the dollar, there was an "improvement in the tone of economic activity," with unit volume rising 13 per

FIAT TRATTORI, the agricul- product range of Fiat Trattori tural equipment subsidiary of and of its subsidiaries, Flat, is to take over the French. Laverda and Hesston of the company, Braud, Eurepe's U.S. leading maker of machines for harvesting grapes. The deal is worth FFr 75m (\$9.2m) over three years.

and other electronic equipment, almost trebled profits in 1983, to vester subsidiary, Laverda, will 1982.

Durchase 75 per cent of Braud from IDI, the French in 1982.

Sales rose by 22 per cent to L478.5bn, of which 74 per cent were exports. Orders worth L535bn were acquired in 1983. The Rome-based company. which is part of the IRISTET group, invested L75bn in research and development last

DAL charts course for return to profits By Our Frankfurt Staff

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con

DEUTSCHE Anlagen-Leasing (DAL), the troubled West German leasing concern, aims to return to profitability in 1986 under a drastically re-oriented strategy.

It plans to give up foreign operations, apart from a minor. holding in Austria, and will avoid small-scale business not only in real estate but also in other areas

of leasing. DAL plunged into a crisis last year when it became clear that its owners—a con-sortium of five banks—would have to set aside considerable

Three executives departed from DAL, whose affairs now are headed by Professor Hans Wielens. The troubles at DAL also contributed to problems at Westdeutsche Landesbank (WestLB), where two executives interesting the head of tives—including the head of DAL's supervisory board—left the bank's management

As part of its new orientation, DAL is seeking to minimise its risk liability, is streamlining its organisation and is cutting its staff. Personnel and material costs, which rose from DM 36m in 1977 to DM 130 (\$49m) in next two to three years.

DAL expects to operate at a loss this year and next year before reaping the benefits of

its new strategy. The write-offs and provisions to be met by the group's bank shareholders are estimated for 1983 at between DM 400m and DM 670m. But final details are not expected to be known for some months. This comes on top of provisions on 1982 results of DM 256m, of which DM 224m had to be met by DAL's owners.

WestLB, with a 30 per cent stake, is DAL's biggest single hareholder, alongside Landes hank Rheinland-Pfalz (26.6 nec cent), Bayerische Land (16.7 per cent), Hessische Landesbank (16.7 per cent) and Dresdner Bank (10 per

Professor Wielens has indicated that DAL's problems arose from its expansion into foreign business.

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Application has been made to the Council of The Stock Exchange for the Notes to be admitted to the Official List, subject to the issue of a temporary Global Note. Particulars of National Westminster Finance B.V and the Notes are available from Extel Statistical Services Limited, and may be obtained during normal business hours on any week day up-

to and including 8th May, 1984 from: nty Benk Limited 11 Old Broad Street London EC2N IBB

ress Turnbull & Co. London EC2R SFIR

WORLD STOCK MARKETS

WALL STREET

T_K

Corporate news helps confidence

THE RESUMPTION of trading after the extended Easter weekend brought a more confident tone to Wall Street financial markets, as bond prices staged a minor recovery from the falls which had accompanied a sharp upgrading by the U.S. Commerce Department of its gross national product estimate for the first quarter, writes Terry Byland in New

The stock market opened with a scattering of small gains, as leaders found some support but were slow to move ahead. Towards midsession the tone

turned more mixed.

By 3pm, the Dow Jones industrial average was 5.44 down at 1,152.60.

A fall in the federal funds rate to 9% per cent helped the credit markets regain a little ground but did nothing to change the underlying pessimism in this sector. The expectation that the Federal Reserve may be forced to tighten its grip again was reinforced by the Commerce Department's revised estimate last Thursday that GNP rose by 8.3 per cent

in the first quarter.
Some credit market analysts believe the figure to be slightly suspect, because it reflects a strong build-up in business inventories. But credit demands from the corporate sector are expected to increase, leading to the predicted clash with the funding of the federal deficit.

The stock market found further support yesterday in the continuing flow of good profits news for the first quarter

from major corporations.

The past three weeks have brought good results from the forest products, vehicle, construction and communications industries. This week is the turn of the consumer sector, led yesterday by a sharp rise in earnings at Sears Roebuck,

the world's largest general merchandiser. It eased \$% to \$32%, though.

Stocks with losses began to exceed those with gains but there was no serious weight of selling and the professional traders continued to look for a further rally despite the uncertainty over interest rates.

Exxon at \$40%, Burroughs at \$50% and General Electric at \$54% were among those to retain minor gains. AT&T slipped a further \$1% to \$15% after adverse comment.

ITT, the telecommunications giant, fell \$1% to \$35% in response to disappointing results, announced just before On the banking pitch, Continental Illinois remained weak, shedding a further \$% to \$14%. Among the special situations, Carter Hawley Hale added \$% to

Public Service of New Hampshire, which has a 35.6 per cent stake in the Seabrook nuclear project and has already suspended work on the plant, fell \$1% to \$4 after announcing that it was suspending payments on the construction of Seabrook until the financial problems are solved.

Digital Equipment put on \$1% to \$90% in response to its results, while Texas Instruments \$1% higher at \$139%, was also wanted. Tandy lost \$1% to \$33%. Lack of news of a bid left Walt Disney \$% off at \$60%.

Treasury bonds were helped by a steadier tone in the bond futures market which led the way downward at the end of last week. The May futures contract jumped 1%. In the cash market, the key 30-year bond edged higher by %2 to 94%2 but retail support remained extremely thin. There seemed no inclination for prices to rally significantly.

Treasury bill rates also eased back a shade without any great change in sentiment. The three-month bill was dis-counted at 9.61 per cent, eight basis points lower, with the six-month at 9.72 per cent, three basis points off.

Stock markets remained closed yesterday throughout Europe, as well as in Australia, Hong Kong and South Africa. An industrial dispute at the FT London has prevented publication of up-to-date London stock and unit trust information. The closing report on Wall Street and updated U.S. market monitors were not available because of industrial ac-tion at the Financial Times' printers in

TOKYO

Buyers are reluctant to reappear

ACTIVITY was extremely slow in Tokyo stocks yesterday, with investors remaining discouraged by this year's largest slide suffered last Thursday, writes Shi-

geo Nishiwaki of Jiji Press.
Only NEC and some pharmaceuticals The Nikkei-Dow market average opened slightly higher on light buying, but lost ground gradually to close at 10,800.78, off 5.71 from Saturday, on volume of 202.97m shares, the year's third smallest. Declines outpaced advances 351 to 316, with 173 issues unchanged.

Investors remained uneasy, as the index had rallied only slightly on Friday and Saturday after plummeting 149 points last Thursday due to foreign selling and a swelling margin debt. They were also pondering the course of over-seas equity markets following the Easter holiday.

NEC rose Y60 in early trading after a report that it had developed an optical semiconductor, but slackened later, ending Y30 higher at Y1,390. Toray climbed Y23 in early trading fol-

lowing a report that the company and Kaken Pharmaceutical had successfully synthesised a drug effective against cerebral thrombosis and cardiac infarc-

But Toray ended just Y16 higher at Y463, while Kaken soared an initial Y130 but dulled later, finishing at Y1,830, up Y90. Dainippon Pharmaceutical put on Y180 to Y4,120.

Speculative non-ferrous metals became popular, with Sumitomo Metal Mining advancing Y40 to Y1,740 and Nippon Mining Y22 to Y480.

Regional banks shot up, and securities companies were firm. Among gainers were the Bank of Yokohama, which scored a maximum allowable daily gain of Y90 to Y478; Daiwa Securities, up Y18 to Y613; and Yamaichi Securities, Y20 ahead at Y585.

Buying was prompted by a perception that these issues had remained low relative to city banks which had climbed late in March. The securities houses released results later yesterday.

Bond prices moved little, dampened

by the respite on overseas markets late last week, although city banks issued small-lot selling and buying orders. The yield on the barometer 7.5 per

cent 10-year government bonds due Jan-uary 1993 closed unchanged from last week's finish at 7.11 per cent.

SINGAPORE

AN ABSENCE of any forceful buying interest left Singapore losses with a twoto-one lead over advances, but gains among a few component stocks allowed the Straits Times industrial index a 2.82 firmer finish at 995.23.

Supreme Corporation, heading the actives on 819,000 of the total 5.6m shares transacted, added 7 cents to S\$2.08. Banks weakened: disappointment over Industrial and Commercial Bank's results took it 50 cents down at S\$7 CANADA

INITIAL firmess among Toronto stocks began to be eroded in thin trading, as strength centred on golds and transport

A flat Montreal showed slightly better demand for utilities and industrials than for the banking and paper sectors.

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Application has been made to list the ordinary shares (the "Ordinary Shares") of TR Berkeley Development Capital Limited (the "Company") on the Luxembourg Stock Exchange.

The application list for the Ordinary Shares offered pursuant to the Offer for Subscription will open at 10 a.m. in London on 24th May, 1984 and may close at any time thereafter.

TR Berkeley Development **Capital Limited**

(incorporated with limited liability in Jersey on 17th April, 1984 under the provisions of the Companies (Jersey) Laws, 1861 to 1968)

Offer for Subscription of up to 3,000 Ordinary Shares of US\$50 each at a price of US\$50,000 each

Applications must each be for a minimum of 20 Ordinary Shares and for a multiple of 5 Ordinary Shares. The subscription price is payable in full on application.

Authorised Share Capital

> US\$ 150,000 200 150,200

3,000 Ordinary Shares of US\$50 each up to 150,000 200 Special Shares of US\$1 each

Issued and to be Issued Fully Paid US\$

up to 150,200

Copies of the Prospectus containing the Offer for Subscription (on the terms of which applications will be considered), with application forms attached, may be obtained from:-

Kleinwort, Benson Limited 20 Fenchurch Street, London EC3P 3DB

de Zoete & Bevan 25 Finsbury Circus, London EC2M 7EE

Kleinwort, Benson (Channel Islands) Limited PO Box 76, Wests Centre, St. Helier, Jersey

COMPANY NOTICES

Republic of Portugal 53% Dollar Bonds 1979/84

Notice is hereby given that in accordance with the terms of the General Bond the final redemption due 1st June 1984 will be effected by the drawing at par of all outstanding Bonds. Interest on the Bonds will cease to accrue from the 1st June 1984.

B.A.I.I. FINANCE COMPANY N.V.

Floating Rate Notes 1982/1989 The rate of Interest applicable to the interest period from April 24 1884 up to October 24 1864 as determined by the reference agent is 11½ per cent per annum. Namely USS250.70 per note of USS5.000.

BRITANNIA EXTRA INCOME TRUST MEETING OF UNITHOLDERS HELD ON 13th APRIL 1984

BRITANNIA GROUP OF UNIT TRUSTS

At the above meeting of unith held to consider modernization and the to consider modernization of the total consider modernization at the vorting was as follows:—

FOR 18 98.1=0 of votes cast Resolution No. 1 1.9°, of votes cast Resolution No. 2,7°, of votes cast Resolution No. 2,7°, of votes cast Resolution No. 2,7°, of cast.

Both Resolutions were therefore pass the required majority of 75°, of cast.

The Trust Deed amendments effective from 20th April 1984.

CONTRACTS & TENDERS

ANNOUNCEMENT

Sale of skins of Sacrificial Sheep "ALHADI" and "AL-ADAHI" at the Al Moaisim model abattoir in Mena

for the benefit of poor Muslims.

The Sacrificial Meat Utilization Committee announces the sale of approximately 200,000 sheepskins skinned by expert butchers at the Moaisim model abattoir set aside at the disposal of the Sacrificial Meat Utilization Committee (for the year 1404H Haj

Bids should be addressed in closed envelopes to:

The Director of the Office for the Mena Development Project P.O. Box 6172, Jeddah Kingdom of Saudi Arabia

Bids should be submitted not later than the end of working hours on Wednesday, 16th May, 1984, specifying the quantity the bidder can undertake to purchase at the price listed in the bid.

The purchaser shall be responsible for the immediate removal of the skins from the abattoir at his own

A bank guarantee representing 1 per cent of the value of the bid shall be attached.

COMMITTEE SUPERVISING THE SACRIFICIAL MEAT UTILIZATION PROJECT. SWISS BANK CORPORATION (OYERSEAS) S.A., PANAMA SWISS BANK CORPORATION (OYERSEAS) LTD., NASSAU

NOTICE TO HOLDERS OF THE 64% U.3.5 CONVERTIBLE BONDS 1980-99 AND TO HOLDERS OF THE 64% U.S.3 BONDS 1983-93

Ging Wilsis BONDS 1983-93

We refer to the capital increase of Swiss Bank Corporation and the Corporation and the Corporation and the Corporation of March 17, 1984 our bond-holders of March 17, 1984 our bond-holders of March 17, 1984 our bond-holders of the Bonds the Conversion of the Bonds the Conversion of the Bonds the Conversion Corporation in the nominal amount of Swiss Bank Corporation in the nominal amount of Swiss Transs 1000 each has been version the diliverence of U.S.5105-or U.S.510

Warrants of the 64% U.S. Sonda Warrants of the 54% U.S. Sonda Warrants of the 54% U.S. Bonds According 1983-5excription of the Warrants the purchase arke of 5fr. 285.- per bearer participation certificate of Swiss Bank Corporation in the nominal amount of Swiss transc

adjusted conversion and pur-price are effective as of April 19 SWISS BANK CORPORATION (OVERSEAS) S.A. SWISS BANK CORPORATION (OVERSEAS) LTD

EUROFIMA

12%% 1980/1985 U.S.\$20.000.000

The Fiscal Agent KREDIETBANK BRAZILIAN EQUITY HOLDINGS S.A.

BEARER SHARE CERTIFICATES In accordance with the Resolutions passed at the Extraordinary General Meeting beid on 6th February 1984, and the subsetuent exchange of Bearer Snare Certificates for temporary receipts, the new Bearer Certificates of U.S.\$1 par value of Period Certificates for the Snarer Snare and Period Certificates of U.S.\$1 par value of Period Certificates for the made to Bandue Centrale du Lumembourg Dr. 27 Avenue Monterey, Lumembourg by either forwarding the temporary receipt or the original Bearer Certification in the Navenue Monterey of the Soard Of Director?

LEGAL NOTICES

(In Voluntary Liquidation)

NOTICE IS HEREBY GIVEN that the Creditors of the above-named Company are required on or before 5 July 1986 to send their names and addresses with particulars of their debts or claims and the name of their Solicitor (if any) to Mr. M. R. Dorrington, of 4 Charterhouse Square, London ECIM SEN, Liquidator of the said Company and if so required in writing from the send Liquidator, are, by themselves, or their Solicitors, to come in and prove their said debts or claims at such time and place as shall be evoluded from the benefit of any distribution made before such debts are proved.

re provad.
Dated this 6th day of April 1984-M. R. DORRINGTON, Liquidator.

ELECTRICITY SUPPLY

Notary Public
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Notary Public
E Bonds will be reimbursed
in No. 14 and following attached
di after June 11, 1984.s. NOT
PREVIOUSLY REDEEMED, Ind in the parages bedinning.

o in two ranges beginning: at 001 up to 1701 incl. and at 19662 up to 20000 incl.

NOTICE OF PREPAYMENT **EUROFIMA** 13:52 1980/1987

U.S.\$20,800,000
In accordance with paragraph "Prepayment of the terms and conditions
of the above-mentoned Bonds, Bondholders are hereby informed that
turolina will preav on May 30, 1984
the total amount outstanding of the
Captioned Issue (I.E. U.S.\$20,000,000).
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together with accord interest amounting to U.S.\$112.50 per demonination
of U.S.\$100,000 and to U.S.\$112.50
per demonination of U.S.\$10,000
representing 30 days of interest for The Fiscal Agent KREDIETBANK S.A. Luxembourgeoise

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NOTES Prices on this individual exchanges and are is suspended, and Ex dividend, as Ex all.	page are es queted en ast traded prices. \$ Desfi c Ex scrip issue, ar Ex rigi	the Costai n Aust Duniop Aust F98 E.Z., Inds tts. Elders IXL	1.67	M'ta Elec Works. 770 M'bishi Bank 1,050 M'bishi Corp 550 M'bishi Elec 430	-5 SA Bres Smith (CBT 1	40 42 20 46 255	111, 114, 111, +4, 27, 281, 281, -4, 281, 281, -4, 181, 81, -4, 281, 281, 281, 281, 281, 281, 281, 281	Digitica Digitica Digitat	11 4 37 37 -1 1 2148 22: 21 21	HechB s .10 HechgA .14 HelenT s Hello wt	8 141, 14 14 84 19 ₁ 82, 9 20 111, 111, 17	14 + 14 K2.4 14 + 14 Kan	K-K s 83 214 2 ens 48 31 215 2	105, 200 ₆ -7
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TORONTO Prices at 2.30 pm April 23	8111 Oaon Dev 7 1175 Denison A S 4702 Denison B f S	70 165 189 1854 - 15 1772 174 174 - 15 174 174 + 15	500 Lobbaw Co 101 MCS H A 24 MeCC 5000 Melan H X 2384 Merland E	\$166; 167; 167; 415 415 415 5177; 177; 177; 55 490 450 -22	700 Torster B 1025 Traders A 50 Time Mt 200 Trinity Res 1548 TimAtta UA	7 \$113 ₂ 113 ₄ 113 ₄ 7 \$183 ₂ 183 ₂ 183 ₂ \$7 7 7 - \$87 ₇ 87 ₂ 85 ₂ - \$203 ₄ 203 ₂ 203 ₂	14 L				RIG		-66			
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AMERICAN STOCK EXCHANGE PRICES

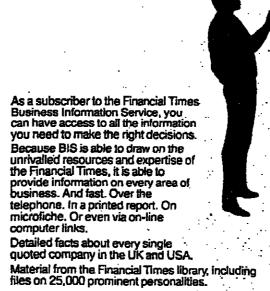
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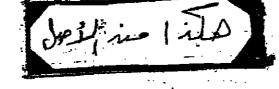


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	April 23	April 20	April 19	April 18	198	4 Low
AUSTRALIA All Ord. (1/1/80) Metals & Minis. (1/1/80)	(c) (c)	(c)	758.3 640.7	759.2 639.5	787.8 (8/1) 567.4 (5:1)	718,3 (8/5) 498,3 (1/3)
AUSTRIA Gredit Alktien (2/1/82)	(c)	! (O)	64.96	, 54,94	58.21 (2:1)	55,50 (3;4)
BELGIUM Belgian SE (\$1/12/65)	(c)	(c)	154,9	164,57	154,80 (19/4)	155,28 (4/1)
DENMARK Copenhagen SE (8/1/85)	(C)	IC)	(S)	192,87	225.2) (20,1)	178,55 (29:5)
FRANCE CAC General (51/12/82) Ind Tendance (50/12 E3)	(c) (c)	(c)	173,9 189,8	171.5 108.8	175.1 (25/1) 114,7 (25/1)	155.6 (8:1) 29.4 (8/1/)
GERMANY FAZ-Aktien (51/12/58) Commerzbank (1/12/55)	(c)		759.58 1022.7	549,61 1024,0	570,84 (2/2) 1896,5 (2/2)	341,1 (12;5) 898,8 (12;5)
HONG KONG Hang Seng Bank(61/1/84)	(c)	(c)) TB.86	1090,28	1170,55 (19/5)	871,08 (3/1)
ITALY Banca Comm Ital. (1972) JAPAN ⁴⁴ Nikkei-Dow (19/6/48)	10800.8	1080ā. ģ	10788.0	10932 A	229_57 (1/2)	192,06 (2/1)
Tokyo SE New (4/1/88) NETHERLANDS ANP-CBS General (1978) ANP-CBS Indust (1970)	848,51 (c)	884,74 (c)	159.0	160.3	878.62 (2:4) 178.9 (1/2) 147.2 (1/2)	735.46 (4/1) 156.4 (23/2) 126.9 (18/4)
NORWAY Oslo SE (4/1 85)	(0)	(a)	(c)	281,47	281,47 (18/4)	221,67 (4/1)
SINGAPORE Straits Times (1998)	995,23	(0)	992,41	990,84	1071,91 nh	980,12 (28/5)
80UTH AFRICA Gold (1958) Industrial (1958)	(c) (c)	(c) (c)	1883.7 1856.8	1029,8 1065,9 .	059.3 (5/8) 1 105.8 (26/3)	785,1 (24/1) 862,6 (25/1)
SPAIN Madrid SE (30/12/68)	(c)	(c)	· (c)	115,49	120,40 (6,8)	101,22 (3/1)
SWEDEN Jacobson & P. (1/1/58)	(c)	(c)	1527.6	1527.88	1594.5 (3/2)	1,401,84 (4/1)
SWITZERLAND SwissBankC pn,(31/12/58)	(c)	(c)	<i>5</i> 72.5	378,4	888.7 (3/1)	860,0 (12/8)
WORLD Capital Intl. (1/1/10)	_	_	187,7	187,7	89,6 (30.3)	178,2 (13,2)

**Saturday April 21: Japan Nikkei-Dow 10,806.5. TSE 845.81.

Base values of all indices are 100 except Australia All Ordinary and Matals—
NYSE All Common—50: Standard and Poors—10: and Toronto—1,000; the named based on 1975, † Excluding bonds. † 400 Industrials. § 400 Industrials and 20 Transports. c Closed. u Unavailable.

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Hong Kong orders for Haden

HADEN INTERNATIONAL, the HADEN INTERNATIONAL, the building services subsidiary of Halen, has received orders worth £3.54n for projects in Hong Kois. They include two contract: valued at £2.19m for Vocaional Training Centres at Kwai Chung and Kowloon Bay, an air conditioning installation for a members' club house at the Rota. Hong Kong Jockey Club's Rora Hong Kong Jockey Club's Shain racecourse and air con-ditoring for an 18-storey library building in Pul Ching Road,

The IOHN WILLMOTT GROUP has won a batch of contracts woth around £4m. John Wilnott Housing, a subsidiary, has been awarded a contract has been awarded a contract worth around £2.8m by the London Borough of Waltham Forest. The contract covers the building of 107 dwellings on six sitts around Netley Road, Walthamstow. The dwellings include a three-storey block of 36 fluts and a warden's house, 37 two-storey houses and 33 two-storey flats, together with associated access roads and storer flats, together with assicated access roads and assicated works.

associated works.
John Willmott Housing has
also been awarded a contract
worth in the region of £960,000 to
build 32 two-storey houses and
sever bungalows at Starmead,
Starmage Herifordships for sever bungalows at Starmead, Stærnage, Hertfordshire for Stevenage Borough Council. Bush Gould, another subsidery, has been awarded a contract worth around £330,000 by the South Norfolk District Council for the building of 16 bungalows and old persons accommodation in Mill Road, Hennall, Norfolk.

BISON CONCRETE is to begin work shortly on a contract to supply and erect a car and van park at roof level over a single set, is a £230,000 order to under-store building to be built for take the conversion of Bealders Britin Bakeries at its Oldfield Lane factory in Greenford, Middesex. The value of the Bisot precast concrete structure is £33,628 to which must be adde: a figure of £103,970 for a steel ramp and approach struc-ture to be erected by Banister Waten, a Bison subsidiary. The man contract, in which Bison Concrete are the sub-contractors nominated by Wimpey Construction UK, is a £3.5m scheme to modernise and increase the breat production.

CONSTRUCTION CONTRACTS

£33m road jobs for Tarmac and Budge

for the construction of this section of trunk road on the west side of the Peak District in north Derbyshire. The scheme com-prises a dual two-lane carriageprises a dual two-lane carriage-way with one grade-separated interchange, three at-grade roundabouts, grade separation at side roads and a single carriage-way spur to Hayfield Road (A624). The route crosses hilly terrain and requires 1½m cu m of excavation plus 1m cu m of fill. The earthworks include many features, one of which is a 17-metre high embankment on soft ground over-lying granular material contain-

Maugin si Neisse

++++

ing artesian water. Rock excavations include a 14-metra deep cutting where the new road will pass under a railway line. F. BUDGE (CONTRACTORS) has been awarded the £16.7m con-tract for the Lincoln relief road by the Departments of the Environment and Transport. The contract is for the construc-

The contract is for the construction of 12 km of trunk road from
Thorpe-on-the-Hill on the A45
to the A15 north of the city
centre. The scheme comprises 6
km of single carriageway and 5 at
grade roundabouts. Most of the
road is built on embankment
across the low-lying ground to
the South-east of Lincoln, with
one large cutting through the
limestone escarpment to the
north of the city. The 11 structures include two bridges over
existing railway lines, three
bridges over the Fossdyke Navigation Canal. The scheme is due
for completion in 27 months.

The Property Services Agency
has awarded a £2.3m contract to
the West Yorkshire division of
the Construction of a regional
processing centre for the laland
processing centres to be provided
for the Inland Revenue as part
of a national programme in
advance of the construction of
a national programme in
advance of the construction of
reads, plant room, car park and
landscaping work on the 5.3 acre
site.

**TAYLOR WOODROW CONSTRUCTION (SCOTLAND) has
been awarded a £2.2m contract to

WHILETT has been awarded four contracts for retail and industrial developments totalling £1.9m. Under a £700,000 contract, Willett is to construct a contract of the contract, Willett is to construct a shopping development on the Queen's Hotel site at Clarence Road, Grays, for Pengap Securi-ties. The building had a twostorey reinforced concrete frame, brick clad with a mansard roof. The contract will take 38 weeks to complete. Also for Pengap Securities, at Minehead in Somerset, is a £230,000 order to under-

take the conversion of Bealsons
town centre department store
into six individual shops.

Willett is to construct 2,500
square metres of factory and
office to give additional premises
for Clifford Thomas (Rioldings)
at Shenfield in Essex. The contract, worth £700,000, includes
roads, landscaping and car
marking.

parking. st Albans is the location for another two-storey industrial building to be built by Willett for Trafalgar House (Industrial) Developments. The contract,

THE f17m construction contract worth f340,00, is for a two-storey for the 7 km, A6 Chapel-en-le building with a precast concrete Frith and Whaley Bridge by-pass frame. Willett is part of Trollope has been awarded to TARMAC and Colls Holdings, the UK CONSTRUCTION. A 21-year building division of the contract period has been allowed to this construction of this

SHERVALE DEVELOPMENTS, part of the Frennor organisation, has been awarded a £1.1m con-tract from Barratt Southern Properties, to construct a further 35,000 sq ft industrial unit at Enterprise Industrial Estate, Boley Park, Lichfield, Shervale Developments is also constructing all roads and sewers. Completion of these projects is June

WILLIAM TOWNSON AND SONS has won contracts worth £2.8m. They include the construction of a single-storey 60 place adult training centre and the construction of the county analyst laboratory in Preston, both for Lancashire County Council; the fitting-out of a large retail sales unit in York and the construction of 30,000 sq ft of industrial units for industrial property deevlopers Lyn Town.

The Property Services Agency has awarded a £2.3m contract to the West Yorkshire division of HIGGS AND HILL BUILDING

TAYLOR WOODROW CON-STRUCTION (SCOTLAND) has been awarded a £2.2m contract by Blue Circle Leasing for work on a new plant at the Dunbar Cement Works, Dunbar, East Lothian. The overall project is to bring the present coment manufacturing process up to manufacturing process up to date. TWC (Scotland) will remove existing structural foundations and construct foundations, structures and buildings to accommodate the plant, together with associated drainage and road works. Work has started and is scheduled for

completion in May 1985. Residential accommodation for 200 nurses of the Royal United Hospital, Combe Park, Bath is to be built by the Bristol office of WIMPEY CONSTRUCTION UK. A £1.56m contract for the accommodation has been placed by the Wesser Regional Health Authority. Work begins this month on four, three-storey blocks of traditional construction using reconstructed stone, a two-storey warden's home, car parking the blocks and extend work. ing, drainage and external work. Completion is due in July 1985.

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What's so interesting about Learnington Spa? **SPA BOND** Majesus investment £2,000 over 1 year EQUIVALENT GROSS INTEREST (for basic rate rax payer NET INTEREST 8.25% 11.78% Fixed rate of interest Assets exceed £375 million-55 Branches Countrywide, ember of The Building Societic Association, and investors -4 -1₀ Protection Scheme Authorised for Investment by Trustees. 4 INSURANCE

Sharp rise in cost of reinsurance protection

BY JOHN MOORE, CITY CORRESPONDENT

faced a big increase in the prices they had to pay for laying off risks.

The past few mouths, and are major additions are major additions are major additions.

In Europe, at least, there was a sharp turnround in the re-insurance underwriting cycle. Reinsurance premium rates rose, after a downward slide in the past five years.

But will the changing fortunes of the reinsurers influence trends in the direct insurance market? The signs are not encouraging and the fall in direct insurance premium rates is expected to

In recent years it has been argued by insurance experts that a sharp contraction in re-insurance capacity could en-courage primary insurers to with the adequate protection no longer available in the re-insurance market.

That may be true, but there is little sign of a major contraction in reinsurance capacity, 23,000, at a time when and professionals wonder is becoming more whether it is ever likely to reinsurance market.

Insurance experts say the attempting to reduce the fringe of the reinsurance marattempting to reduce the fringe of the reinsurance maramount of proportional reinsurance on their books. Instead of agreeing to share, proportionately, books of business of insurance on other research as Bermuda, have recently reduced the ness of insurers or other re-insurance groups, the reinsurer of the London market in this class of business. London insures about 40 per cent of the world's shipping fleets. Aviation rates have also hardened, partly due to a big contraction in reinsurance capacity on this class now prefers to underwrite excess of loss reinsurance busi-ness—accepting lines of busi-ness in excess of predetermined

By developing non-proportional reinsurance business the reinsurer can control unprofit-able lines of business, and have greater freedom to make prices more realistic.

However the shakeout in reinsurance capacity may not be sufficient to reverse the overall trends in the underwriting cycle. The shakeout in reinsurance capacity is limited and likely to be more than offset by the arrival of new reinsurance capital on the

It is proposed to pub-

lish a survey on the

above subject on:

MONDAY

APRIL 30

This will coincide

with the F.T. Inter-

national Gold Con-

ference in Hong

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INSURANCE COMPANIES and other risk carriers seeking reinsurance protection, or renewing existing reinsurance coning existi

Insurance Company and the long-term recovery prospects of the reinsurance industry world-

Others, such as the Pruden-Others, such as the Prudential Reinsurance Company, the Royal Reinsurance Company and the Norwich Winterthur Reinsurance Company, are newly established subsidiaries or associated companies of direct insurance groups. They have committed part of their own capital resources to

rates to provide them has increased. In the last six is becoming more of a

> Any real contraction in capacity is taking place on the fringe of the reinsurance mar-ket. Industrial companies' in-house captive insurance subhave recently reduced the amount of business they have been insuring for third parties. Some have totally withdrawn from third party insurance, concentrating on insuring their parent companies' risks. A patchy, and in some cases disastrous underwriting experience has led to a big contraction in the amount of insurance and reinsurance capacity offered by

Some small undercapitalised reinsurance groups have been forced to withdraw from the scene and some of the larger state-owned reinsurance groups have curbed their overseas operations following big losses in unfamiliar markets. These events have had little effect on rates.

philosophy of the major soundly based groups—as they shift costs and so force some to can-away from proportional to non-proportional business — will have little impact on the direct Sir Monty Finniston, the

underwriting "pools."

Some of the new formations are major additions to the aggregate capital base of the reinsurance industry, such as the creation of the Arab Insurance Group, the Kuwait Insurance Company and the recovery prospects of the U.S. market to retain as much of its premiums as possible within its own insurance community, utilising where possible its own reinsurance capacity, is likely to affect any long-term recovery prospects of

A reinsurance-led improve-ment in the direct insurance underwriting cycle still seems way off. For the moment underwriters in London have managed to increase marine insurance rates sharply—largely due to the dominant position have committed part of their own capital resources to reinsurance business.

At the same time, the capacity of the Lloyd's insurance market has increased. In the last six years or so, the membership of Lloyd's, which provides the capital to allow the market to function, has jumped from about 14,000 to more than 23,000, at a time when Lloyd's is becoming more of a due to the dominant position of the London market in this class of business. London insurance about 40 per cent of the world's shipping fleets. Aviation due to the dominant position of the London market in this class of business. London insurance have about 40 per cent of the world's shipping fleets. Aviation due to the dominant position of the London market in this class of business. London insurance have about 40 per cent of the world's shipping fleets. Aviation due to the dominant position of the London market in this class about 40 per cent of the world's shipping fleets. Aviation rates have also hardened, partly due to a function market in this class of business. But open cent of the world's shipping fleets. Aviation rates have also hardened, partly due to the dominant position.

In the U.S. the ratio of claims plus expenses to premiums ran at about 111 per cent last year. the worst underwriting results for non-life companies since the San Francisco fire and earth-quake at the beginning of the century. The underwriting experience is expected to

worsen this year.
Whatever happens in the reinsurance market, which accounts for more than 15 per cent of world insurance premiums, will not have any significant effect on trends in direct insurance.

Buildings VAT call backed

By lan Rodger

THE LITTLE Neddy for the building industry has supported calls on the Chancellor to drop the proposal to extend value-added tax to building altera-

tions and improvements.
The Building Economic velopment Committee said, fol lowing its meeting this month. The change in underwriting that the extension of VAT hilosophy of the major soundly would increase improvement

reinsurance capital on the insurance underwriting cycle. committee's chairman, said: "I market.

Worldwide, the number of being shifted from one type of reinsurance companies has market arrangement to another, sufficient reason for doing this."

'Perhaps the bravest man I ever knew...'



and now, he cannot bear to turn a corner

Six-foot-four Sergeant 'Tiny' G°t°r°e, DCM., was perhaps the bravest man his Colonel ever knew.

But now, after seeing service in Aden, after being booby-trapped and ambushed in Northern Ireland, Sergeant 'Tiny' cannot bear to turn a corner. For fear of what is on the other side.

It is the bravest men and women from the Services who suffer most from mental breakdown. For they have tried, each one of them,

to give more, much more, than they could in the service of our Country. We look after these brave men and women. We help them at home, and in hospital. We run our own Convalescent Home and. for those who are homeless and cannot look after themselves in the community, our Hostel gives permanent accommodation. For others, there is our Veterans' Home where they can see out their days in peace. These men and women have given their minds to the

Country. If we are to help them, we must have funds. Do pleas help us with a donation, and with a legacy too, perhaps. The debt is owed by all of us. "They've given more than they could —

please give as much as you can."

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Biwater Treatment Ltd are privileged to receive a third Queen's Award for Export Achievement

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WATER ENGINEERING WORLDWIDE

Greggs looks for expansion after getting full SE listing

Greggs, a bakery and retailer group based in the North of England and Scotland, is getting a full listing on the Stock Exchange. Hambros Bank is offering 10.8m shares in Greggs at 135p per share, which gives a market capitalisation of 114.58m each of the four ensuing regions. About 20 per cent of turnover is from bread. The other products include savouries, cakes, pies and take-away food. Turnover has increased from 1983. Pre-tax profits advanced from 1983. Pre-tax profits advanced from 1983.

The business has been built up by the chairman. Mr lan orege, who took over the family shop in Newcastle-upon-Tyne when his father died and now has 260 shops in four different regions with four bakeries supplying with four bakeries supplying all the products.

The historic p/e is 9.27 actual tax and 15.52 at 50 per cent which is the tax rate anticipated to 1984. Though it is too early by the chairman. Mr Ian Gregg.

chester. Each division is run autonomously by the management and trades under a different name.

The directors have undertaken considerable research into other geographic areas and expect to start to build up a new cluster of bakery stores, probably within a year. They also see scope for around 20 additional stores in CIN Industrial Investments.

Snub for Hanson's

U.S. bid

By Our New York Staff

Hanson Trust has received a clear snub from the board of U.S. Industries, which has responded

to the UK group's takeover over-tures by advising shareholders

not to tender their shares for

the time being.

The board said that it had decided not to express any opinion over Hanson's tender offer. But it gave a clear hint

that it favoured a rival leveraged buyout proposal by saying that it "supported management's advanced negotiations" on the alternative bid.

The buyout arrangements, however, have not yet been completed, and Hanson has made some play of the advantages to shareholders of accepting a quick cash settlement now. In this context, the board's suggestion that shareholders should not

tion that shareholders should not sell as yet is seen on Wall Street as tacit opposition to the Hanson

on the following matters:

ended 31st December, 1983.

any of the Paying Agents listed below.

listed that shares are so held.

Walter H. Weiner.

Incorporation.

NOTES:

1. Approval of the Chairman's Statement.

pany for the year ended 31st December, 1983.

6. Election of the Statutory Auditors for 1984.

Subject to the relevant resolution being approved, the dividend

will be payable on 1st June, 1984: (i) in respect of registered shares to shareholders on the register as at 1st May, 1984 and (ii) in respect of bearer shares against surrender of Coupon No. 15 to

Any shareholder whose shares are in bearer form and who

wishes to attend the Annual General Meeting in person must

produce a depositary receipt or present his share certificates to gain admission. If he wishes to be represented at the meeting, he must lodge a proxy duly completed together with a depositary receipt at the registered office of TDB Holding at 13, Boulevard de la Foire, Luxembourg, not later than 7th May, 1984 at 5:00 p.m.

The shareholder may obtain the depositary receipt and, if

required, the form of proxy from any of the banks listed below by lodging his share certificates at their office or by arranging for the

bank by whom his certificates are held to notify any of the banks

ter together with a form of proxy for use at the meeting. The

Any shareholder whose shares are registered will receive a notice of the Annual General Meeting at his address on the regis-

each of the four existing regions. About 20 per cent of turnover Friday. Dealings should is from bread. The other promence on Friday, May 4.

1983. Pre-tax profits advanced from £598,000 in 1979 to £1.74m in the year to December 1983.
In the same period, pre-tax profits as a percentage of turn-over has risen from 3 per cent

almost all the products.

The regions are around Newcastle, Glasgow, Leeds and Manchester. Each division is run chester. Each division is run chester. But the manager announce a net dividend of 3.4p.

Subscription lists open on riday. Dealings should comcomment

Greggs will start as a minnow among the giants of food retail-ing listed on the Stock Exchange. It has decided to pay the full whack for the status of a listing in preference to the more typical route these days of the USM for a company of its size. The con-servative streak which decided servative streak which decided the company to go for a full listing has governed its growth through the years—carefully and steadily. It appears to make profits whether in a small neighbourhood row of shops, or in a huge mall competing with the instore bakeries of the supermarket chains. Careful site selection and an eye to service has helped win and keep customers. The pricing has been carefully neiped win and keep customers.
The pricing has been carefully
pitched at a discount to the "Big
Boys" like Sainsbury and Tesco.
A good solid company which
perhaps lacks a little leavening.

Capital programme costs

ments were made by Unilever, all levels was reduced, and at the Anglo-Dutch foods, the year-end the world-wide detergents and toiletries group in 1983, and capital expenditure amounted to f491m—an increase successful efforts to reduce of £10m over 1982.

Almost half this total—£264m (£258m)—was spent in European Community countries. The projects included reconstruction, modernisation and centralisation of manufacturing facilities for ice cream, frozen desserts, cakes and pastries in the United Kingdom; replacement and expansion of a toilet soap plant in the United States, and the installation of a new hydrogen plant incorporating the latest technology to replace the existing obsolete plant in the UK. Hanson's \$23 a share cash tender offer, which values the company at \$469m closes on May 7. 7

Projects were also carried out in East and West Nigeria, Turkey, the Netherlands, Belgium and South Africa.

Mr Ken Durham, the chairman, says in his annual review that continued fierce competition and conditions of limited growth have led the group to intensify its efforts to improve efficiency

Trade Development Bank Holding S.A. Luxembourg

NOTICE IS HEREBY GIVEN that the Annual General Meeting of Shareholders of Trade Develop-

ment Bank Holding S.A. (TDB Holding) will be held at the registered office of the Company, 13, Boulevard de la Foire, Luxembourg at 2:30 p.m. on 8th May, 1984 for the purpose of considering and voting

2. Approval of the Statutory Auditors' report and the unconsolidated financial statements of the Com-

3. Discharge of the Directors and of the Statutory Auditors concerning their duties relative to the year

Distribution of a dividend of US\$ 0.75 per share and the carrying forward of the balance of the profit.

5. Election of the Board of Directors for 1984. Standing for election: Messrs. Edmond J. Safra, François Lugeon, George B. Balamut, Jean Hoss, Roger Junod, C. G. Rodney Leach, John A. Waage and

7. Approval of the consolidated financial statements of the Company for the year ended 31st December,

8. Amendment of the corporate name, and consequential amendment of Article One of the Articles of

*Manufacturers Hanover Limited, 8 Princes Street, London EC2P 2EN.

*Banque Internationale à Luxembourg S.A., 2, Boulevard Royal, Luxembourg.

*Manufacturers Hanover Bank Belgium, 13, Rue de Ligne, 1000 Brussels.

*Manufacturers Hanover Banque Nordique, 20, Rue de la Ville-L'Evêque, 75008 Paris.

*Manufacturers Hanover Trust Company, 40 Wall Street, New York, N.Y. 10015.

*Manufacturers Hanover Trust Company, Bockenheimer Landstr. 51/53, Frankfurt.

*Republic National Bank of New York; 452 Fifth Avenue, New York, N.Y.10018.

Trade Development Bank, 25, Corso S. Gottardo, 6830 Chiasso,

Unilever £491m worldwide

successful efforts to reduce absenteeism have also helped the process of achieving higher pro-ductivity, although the level of absenteeism in some cases is still "regrettably high."

Commenting on activities in America, Mr Durham says: "In the U.S., we are concerned that some states are taxing international companies, including some of ours, not on the normal commercial profits of the business in that state, but on a proportion of the group's worldwide income.

"This system-known as the combined unitary tax method-has given rise to strong protests to the U.S. Federal Administration from the EEC and from national and international representative bodies throughout the

Second half boost for **Fortnum** & Mason

A TRADING profit of £312,000, against a £65,000 loss, was earned by the Fortnum & Mason department store in the year to January 28 1984. And, after interest received, profits at the taxable level moved ahead from £189,000 to £522,000.

The second half of the year

provided a substantial boost to both sales and profits, says Mr both sales and pronts, says mr G. H. Weston, the chairman. Following an interim loss of £1.36,000 (£2.64,000) on sales of £4.63m (£3.63m), the second half experienced a 14 per cent rise in sales of £5.72m (£5.91m) and a £205,000 rise in profits to \$555.000

Virtually all departments in the store achieved "real growth" in sales, Mr Weston says, and in sales, and weston says, and adds that much of the current gains could be attributed directly to continuing the extension of the product range, improvements in the level of service, and tight management control. Fortnum, ultimately held by Whittington Investments, has close company status. The dividend is lifted from 23.22p to 28.5p with a final of 25p.

FT share Information

The following securities have been added to the FT Share Information Service.

Information Service.
Circaprint Hidgs (Section: Electricals)
Norbain Electronies (Electricals)
Reed Stenhouse Companies
(Class "A") (Insurance)
Sangers Photographics (Leisure)

Fitzwilton

Profits of Fitzwilton, the Irish investment company, have fallen from 1E348,000 to 1E295,000 in the six months ended December 31 1983, but this is considered "relatively satisfactory" by the directors against the background of their decision to concentrate primarily on long term capital

down at £145,000 (£383,000) because of a heavier tax charge —£150,000 (credit £35,000)— resulting from a greater burden within associated companies. But "We very much hope that a solution will be found, one acceptable to the international interim dividend is being held

Thomas Marshall EQUITIES back in profit

FOLLOWING A reduced loss at halfway, Thomas Marshall (Lox-ley) made profits in the second six months and finished the year with a taxable surplus of £353,000, against a £471,000 loss. In view of the problems faced by this fireclay refractories manufacturer the directors say that the profit for the 1983 year that the profit for the 1983 year incentive payment system to has to be regarded as satisfac replace existing piece-work pay-

incidence of exceptional costs of reorganisation is now almost over, and are optimistic about further profit recovery in the

current year.

£254,000 (£166,000).
Commenting on the year the directors say that at Marshalls Refractories it was necessary not only to make substantial reduc-tions in the pay-roll, but also to

ments which no longer reflected a true measure of productivity. While the works at Lorley incurred a small loss over the full year, it operated profitably in the second half. The improvecurrent year.

A return to the dividend list is being made with a single final payment of 1.2p matching last year's solitary 1.2p interim.

Earnings per share emerged at 6.26p, against losses of 12.15p, after a tax credit of £4,000 (charge £193,000) — extraordinary debits amounted to ment is continuing in 1984 and although the company still had to face the changing demand patterns arising from new steel production methods coupled with full the near certainty of eventual further UK steel closures, the directors are confident that the future of the Loxley works is not at risk in the medium term. ment is continuing in 1984 and

COMPANY NEWS IN BRIEF

manufacturing subsidiaries resulted in "very satisfactory" results in the interim period with group taxable profits moving ahead 50 per cent from £426,000 to £639,000.

Trading profits for the period rose from £540,000 to £768,000 on a £1.64m increase in turnover to £5.48m, and the taxable result was struck after interest payable of £129,000 (£114,000).

Pre-tax profits of USM company Flogas declined from I£255,000 to I£210,000 for the half year to November 30 1983

business and say it is expected that most of the profits will be earned in the second six months The company, based in Ire-land, imports and distributes LPG, a mixture of hydro-carbon compounds, and LPG appliances, storage tanks, domestic cylinders, valves and regulators.
Turnover for the period rose
to £5.58m (£4.16m).

The reduced margins com-bined with the effects of a mild winter will contain profits at approximately last year's level of £1.06m, the figure forecast in

the prospectus.

Earnings for the opening half emerged at 1.73p (2.29p) and an interim dividend of 0.88p is being paid—a total of 2.2p has been forecast.

BOARD MEETINGS

guard Ind Inv uel Properties	May 1	Wire and Plastic Froducts Young and Co's Brewery	Apr 2
BASE L	END	ING RATES	;
A.B.N. Bank		Heritable & Gen. Trust	61%
Allied Irish Bank	84%	# Hill Samuel	8122
Amro Bank	84%	C. Hoare & Co	
Henry Ansbacher	8196	Hongkong & Shanghai	81%
Armco Trust Ltd	8 <u>₹</u> %	Kingsnorth Trust Ltd.	10 %
Associates Cap. Corp.	9 %	Kingsnorth Trust Ltd. : Knowsley & Co. Ltd	91 %
Banco de Bilbao	84%	Lloyds Bank	81%
Bank Hapoalim BM		Knowsley & Co. Ltd Lloyds Bank Mallinhall Limited	8 <u>1</u> 97.
BCCI		Edward Manson & Co.	9196
Bank of Ireland	81%	Meghraj and Sons Ltd.	84%
Bank of Cyprus	8162	Midland Bank	81%
Bank of India		Morgan Grenfell	8 <u>1</u> %
Bank of Scotland		National Bk. of Kuwait	81%
Banque Belge Ltd		National Girobank	81%
Barclays Bank		National Westminster	8196
Beneficial Trust Ltd	9198		84%
Bremar Holdings Ltd.		People's Tst. & Sv. Ltd.	91%
Brit. Bank of Mid. East		R. Raphael & Sons	81%
		P. S. Refson & Co	81%
Brown Shipley			91%
L Bank Nederland		Royal Trust Co. Canada	816
Canada Perm't Trust	84%	I Hanny Cohander Wase	2120

Brit. Bank of Mid. East 81% Brit. Bank of mid. East.

Brown Shipley 9 %
CL Bank Nederland ... 31%
Canada Perm't Trust Ltd. 9 %
Cayzer Ltd. ... 81%
Cedar Holdings ... 9 % J Henry Schroder Wagg Standard Chartered ...

E Guinness Mahon 81%

■ Hambros Bank 81%

Committee.

7 day deposits 5.25%. 1-month 5%. Fixed rate 12 months 22,500 8% £10,000. 12 months 8.25%.

7 day deposits on sums of under £10,000 5%. £10,000 and over 72%.

5 Call deposits £1,000 and over 5%.

8 21-day deposits over £1,000 6%.

9 bemand deposits 5%.

Mortdone base rate. Robert Fraser 91% Grindlays Bank \$1%

Notice of Redemption to the Holders of Sanyo Electric Co., Ltd. US\$ 30,000,000 6¼ per cent. Convertible Bonds 1991

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of the Trust Deed deted 10th NOTIFIED THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE LINE DEBENDARY OF THE PROPERTY The right to convert the Bonds into Common Stock of the Company will terminate at the close of business on 30th May, 1984, the date fixed for redemption. Bonds surrendered for correspon will not be enutled to accrued interest and must have attached the 31st May, 1984 coupon and all coupons meturing thereafter. Bonds for conversion should be lodged in accordance with Condition S(B) (i) at the offices of the Conversion Agents specified below on

J. Henry Schroder Wagg & Co. Limited, 120 Chespside, London EC2V 6DS. Banque Generale du Lixembourg, 14 rue Aldringen, Luxembourg.

The Bonds are presently convertible into Common Stock of the Company at a price of 239 Japanese yen per share. At such conversion price the holder of US\$ 1,000 principal amount of Bonds would receive 1.228 shares of Common Stock of the Company (using the fixed each angle rate specified in the conditions of yen 293.55 squals US\$ 1.00). The reported closing price on 17th April 1984 of the Common Stock of the Company on the Tokyo Stock Exchange was 527 Japanese yen per share. At such a price, the holder of a Bond of US\$ 1.000 principal amount would receive upon conversion shares having an aggregate value of US\$ 2.832.65. Failure to deliver Bonds for conversion on or before 30th May, 1984 will automatically result in redemption at a price (including accrued interest) of US\$ 1.051.25 for each US\$ 1.000 principal amount of Bonds.

Sonds for redemption must have attached the 31st May, 1954 coupon and all coupons maturing thereafter and should be ledged at the specified offices of the Paying Agents

J. Henry Schroder Wegg & Co. Limited, 120 Cheapaide, London EC2Y 60S. Banque Generale du Luxembourg, 14 rue Aldringen, Luxembourg.

J. Hervy Schroder Bank & Trust Company One State Street, New York, N.Y. 10015. The Sumrtomo Bank, Limited, enue des Arts 21-22, 8te. 3, 1040 Brucelles; emermanistrasse 14-16, 4000 Dusseldorf;

Temple Court, 11 Queen Victoria Street, London EC4N 4TR Paradeolatz 6, CH-8022 Zurich.

Dated 24th April, 1984 Sanyo Electric Co , Ltd.

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PENDING DIVIDENDS

Dates when some of the more important company dividend statements may be expected in the next few weeks are given in the following table. The dates shown are those of last year's announcements except where the forthcoming board meetings (indicated have been officially notified. Dividends will not necessarily be at the amounts in the column headed
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Today's Rates 91/4%-101/4%

3i Term Deposits
Deposits of £1,000-£50,000 accepted for fixed terms of 3-10 years. Interest paid

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House of Fraser...Apr 26 Final 5.5

ROTHSCHILD ASSET MANAGEMENT (CI) St Julian's Court, St Peter Port, Guernsey 0481 26741 O.C. INTERNATIONAL RESERVES LIMITED

Australian Dollars AS 15.07 + .001 + .042 DKR 150.673 + .042 8.84 HKS 100.315 unchanged 3.72

Jest in 1 ild

By Order of the Board, Edmond J. Safra

Chairman

proxy should be lodged at TDB Holding's office in accordance

with the above instructions.

The remittance of the form of proxy will not preclude 2

shareholder from attending in person and voting at the meeting if

be passed by a simple majority provided that no single share-

holder or proxy may cast votes in respect of more than one lifth of

the issued share capital or more than two lifths of all shares repre-

The resolution concerning Item 8 of the Agenda requires a majority of at least two thirds of the votes of the shareholders

present or represented, provided there is a quorum of at least fifty

percent of issued share capital. There is no limitation as to the number of shares for which any shareholder or proxy may cast

the financial statements of TDB Holding for the year ended

51st December, 1983, may be obtained at its registered office, and

from any of the banks at the following addresses:

Copies of this notice and of the Annual Report, including

sented at the meeting.

The resolutions concerning Items 1 to 7 of the Agenda may

*Trade Development Bank, 30 Monument Street, London EC3R 8LH. Trade Development Bank (France) S.A., 20, Place Vendome, 75001 Paris. *Trade Development Bank (Luxembourg) S.A., 34, Avenue de la Porte-Neuve, Luxembourg. Trade Development Bank, 2, Place du Lac, 1204 Geneva. *Paying Agent of TDB Holding. FINANCIAL TIMES STOCK INDICES

Apr. Apr. 16 15 82,66 83.77 81.68 127.4 49.18 81,68 81.94 82,03 82,05 88,43 86.46 87.48 86.29 150.4 50.53 86,31 86,31 86,30 86,29 86,42 Fixed Interest... 888.6 879.8 875.2 895.2 888.6 901.4 770.5 901.4 49.4 0,088 Industrial Ord ... 679.4 673.3 572.5 673.5 670.8 711.7 520.2 734.7 43.5 683.2 FT Act. All-Share... 523.65 526.47 524.02 525.08 532.00 525.56 552.00 470.05 532.00 61.92 FT-8g 100 1108.4 1116.2 1110.2 1105.6 1129.1 1117.0 1130.7 997.5 1130.7 997.5

LADBROKE INDEX Based on FT Index 871-875 (-10) Tel: 01493 5261

INSURANCE NEORMANNON EORSALE

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Company____

Nature of Business

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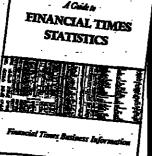
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Bank of Tokyo (Curacao)-Holding N.V.

5 US\$30,000,000

GUARANTEED FLOATING RATE NOTES DUE 1993



Payment of the principal of, and interest on, the Notes is unconditionally and irrevocably guaranteed by

The Bank of Tokyo, Ltd.

(Kabushiki Kaishe Tokyo Ginko)
In accordance with the provisions of the Agency Agreement between Bank of Tokyo (Curação) Holding N.V., The Bank of Tokyo, Ltd., and Citibank, N.A., dated October 16, 1978, notice is hereby given that the Rate of Interest bas been fixed at 11 7% p.a., and that the interest payable on the relevant Interest Payment Date, October 24, 1984, against Coupon No. 12 will be US\$58.14.

April 24, 1984, London By: Citibank, N.A. (CSSI Dept), Agent Bank

CITIBAN(



SUN ALLIANCE INSURANCE GROUP

Comments by the Chairman - Lord Aldington

In opening my statement last year, I said that world insurance markets were in a bad way. In 1983, there was a limited change for the better, but only in some areas. In Sun Alliance we have reduced our underwriting loss from £70.9m to £67.4m and at the same time achieved a small real increase in premiums in a number of sectors of business without departing from the policy of responsible underwriting. Although this reflects an excellent performance by our staff and compares well with our major competitors, it also reflects a far from satisfactory situation in world insurance markets. We can take comfort both from modest signs of better intentions, and from limited signs of action, as well as from our performance in most of the home market; but our reinsurance business has continued to prove how right were my warnings in earlier years and in September last. We have sharply cut back on reinsurance. We expect losses in the future to be much reduced. We shall need much more evidence of longer term recovery before we seek to expend there.

Our investment performance was again good and the markets were favourable. Our solvency margin at the end of 1983 was 125%. The combination of a reduced underwriting loss, an increase in the Life business contribution and an £11.4m increase in investment income led to a profit before tax of £73.4m compared with £56.8m in 1982. I must emphasise once again the strength of our asset position both in allowing us wider opportunities in investment and in giving us a solid base for expansion when the markets make that sensible.

DIVIDEND

The Directors have resolved to declare a total dividend of 56p per share which compares with 48p paid for 1982 — an increase of 16.7%. An interim dividend of 22p was paid in January and the final dividend of 34p will be paid on 5th July next.

Your Directors hope that the strong asset position of the Group will enable them to continue a steady increase in the dividend, even while the world insurance markets remain in a poor state.

RECENT DEVELOPMENTS

There are those who see the long term outlook for insurance and insurance companies as bleak. We do not. For this Group we see a profitable future with sound growth. Certainly we shall not be able to return to the trading patierns of the 1970's. In those years developments both in the industrialised and third world countries brought fundamental and permanent changes but they are changes to which we can and do respond. New communications technology has opened up new fields in world-wide insurance marketing. Our business has always been international and is becoming more so. Insurance buyers and sellers throughout the world are in almost instant communication and capacity available in Singapore or New York is often as readily available to a London broker as capacity in the City of

London itself. It is not therefore surprising that one of the rapidly developing areas in our Group is the International Department, dealing with composite insurance programmes for large companies with operations in many parts of the globe. This department, working in conjunction with our companies, branches and agencies all over the world, enables us to respond promptly to the insurance requirements of companies producing an infinite variety of products and services under differing systems of law and trading practices. Much concern has been expressed about the levelopment of self-insurance and captive companies. Certainly these have had an impact on traditional insurance markets. They have emerged as a natural development following the growth of industrial companies by merger and acquisition. Much of this development has been logical and healthy; and we acept the challenge to provide viable alternatives or, where appropriate, to provide new services in partnership with industry and other financial institutions.

We are encouraged by the way in which the limits of insurability are being pushed ever outwards. We are constantly devising underwriting techniques for new kinds of risk for developing industries like electronics,

energy and space exploration; and there is, in practically all areas of insurance. a growing trend away from cover for specific perils towards insurance against loss in its much wider sense.

It is generally accepted that bad underwriting results have been due largely to competition in a world market awash with insurance and reinsurance capacity, itself created because too many have ill-advisedly put too much reliance on investment income to offset these results. We must, however, be careful not to blame all our troubles on one cause. Over the last few years underwriting performances have slipped and London must accept its duty to lead the industry back to the best underwriting standards. For though many of the conditions have gone which first made London the centre of world insurance, the reputation for trading integrity and professional expertise which remains, and must be maintained, gives London a special place in the insurance world.

LIFE ASSURANCE

We question the wisdom of the Chancellor in abolishing for the future, and without prior consultation with the life assurance industry, life assurance premium relief. The relief was introduced nearly 200 years ago and is as old as income tax; it has provided vital encouragement to millions of people to buy protection and security from their own resources rather than rely upon the State.

The following is a quote from William Pitt's introduction of the Income Duty Bill of 1799 in which, after extolling the virtues of a tax on incomes, he said:—

"... there is one case which with a view to that class who are really willing to save for the benefit of those for whom they are bound to provide, makes some modification. It is in favour of those who have recourse to that easy, certain and advantageous mode of providing for their families by insuring their lives. In this bill, as in the assessed taxes, a deduction is allowed for what is paid on this account".

We find it curious that a government dedicated to persuading its fellow-citizens to "stand on their own feet" should so arbitrarily abandon William Pitt's principles. This tax concession has admittedly in recent years become a significant feature in some of

1982

1983

the shorter term contracts but we believe the concession should and could have been retained for appropriate long term life and savings policies. It is not usually wise to let the baby go out with the bathwater, just because one does not like the bathwater.

Some of the companies in the Sun Alliance Group had themselves been trading for nearly a century before William Pitt introduced life assurance policy relief. During that time wars, governments and Chancellors have come and gone and we have survived and prospered under constantly changing environments. We shall continue to do so.

CONCLUSION

During 1983 we have been able to achieve a number of the major objectives we set ourselves at the beginning of the year. At home we have won some real increase in premiums and have improved overall our underwriting and marketing performance. In direct marketing we have taken a lead. At the same time we have taken advantage of the latest developments in computer technology and benefited from the reorganisation which was completed in 1982.

In Europe, Canada, Australia and in several other territories results have been better and in the United States of America, a marked improvement in most classes of business was overshadowed by severe weather losses and medical malpractice reserving requirements. The wholesale revision of our reinsurance operations has been completed and the action taken has reduced substantially the size of our postolic.

portfolio.

Our Marine business continues to be well managed and in difficult circumstances a break-even result was achieved.

Our Life business has grown at an unprecedented rate helped by the changes in tax relief on mortgage payments. We should not, however, allow the growth from this source to blind us to the excellent expansion in other areas of our Life account.

The Annual General Meeting of Sun Alliance and London Insurance plc will be held on 16th May, 1984 at the Head Office, Bartholomew Lane, London EC2.

£m £m Premium Income General Insurance 884.8 789.9 Long-term Insurance 294.3 208.0 1,179.1 997.9 General Insurance Underwriting Result (67.4)(70.9)Long-term Insurance Profits 8.5 _ 7.0 Investment Income 131.3 119.9 Other Income 1.0 0.8 56.8 **Profit before Taxation** 73.4 20.8 Taxation and Minority Interests 27.4 Profit attributable to Shareholders 46.0 36.0 23.7 27.6 Dividend 12.3 **Profit Retained** 18.4 73.0p 93.3p Earnings per Share 56.0p 48.0p Dividend per Share

Summary of Results — 1983

	ng sound the we	ofia			ome and		
Pre-tax profits up			in No repre	rtant acquisitions rth America sent a major		Further year of real	
29.3% to £11.0m	Earnings per share increased by 35.8%		expansion of the Group's worldwide business		1984 has started	progress envisaged	
		Group again demonstrates to prosper in d times	ability lifficult		well, especially in the United States		

Spirar-Sarco Engineering plo, Chariton House, Chaitenham, Gioucestershire GL53 8ER

U.S. \$150,000,000

European unrest boosts dollar

BY COLIN MILLHAM

The dollar rose above DM 2.65 began on the previous Friday last Thursday, the highest level when a large order to buy dollars for nearly two months. This was against the D-mark by a major partly in reaction to larger-thanexpected growth of 8.3 per cent
in U.S. first-quarter gross
national product, but was also
the result of fears about a strike

Economic statistics issued dur-

suggesting the published figure would be below this.

Foreign exchange trading was fairly thin throughout the week, but the dollar had a firmer undertone as dealers showed reluctance to run short positions in the currency ahead of the long Easter weekend. The trend sonal distortions, and in this case was almost certainly the result of very bad weather conditions, rather than any economic reversal.

A major factor assisting the dollar was the widening differential between U.S. and European interest rates, and the continued

began on the previous Friday when a large order to buy dollars against the D-mark by a major U.S. oil company sent the dollar much firmer than would have been the case if market volume had been higher.

Economic statistics issued during the week were not expected to help the dollar, but apart from the GNP figure, the market chose to ignore most others, including a sharp fall of 26.6 per cent in U.S. March housing starts. This

the result of lears about a strike by the West German metal workers' union, threatening to bring the steel, engineering and motor industries to a halt. An earlier flash estimate of U.S. GNP was 7.2 per cent, and early last weck some observers were suggesting the published figure would be below this.

Foreign exchange trading was

One of the biggest uncertainties concerned stering, but the pound held remarkably steady against the dollar, yen, and Swiss

franc, losing only slightly over

Spot 1.4185

THE DOLLAR SPOT AND FORWARD

CURRENCYMOVEMENTS CURRENCY RATES

-11.2 +16.9 -2.6 +4.7 -10.6 -5.9 +8.2 +11.2 +4.7 -15.1 -12.6 +16.0

Sterling
U.S. \$
Canadians
Austrie Sch
Belgian Fr
Danish Kr
O'mark
Guilder
French Fr
Lira
Yen
Norwon Kr
Spanish Pta
Swedish Kr
Swiss Fr

6,87075 1380,68 189,077

148

... £100m

THE	POUND S	SPOT AN	D FORWAL	RD		
April 19	Day's sproed	Close	One month	p.a.	Three months	p.a.
U.S. Canada Nethind, Belgium Denmark Ireland W. Gor. Porrugal Spain Italy Norway France Swoden Japan	1.4160-1.4230 1.9150-1.8220 1.9150-1.8220 75.60-77.00 13.81-13.87 1.2260-1.2310 3.75-3.78 190.00-192.00 211.50-212.50 2320-212.9 10.74-10.80 11.56-11.59 11.12-11.17 318-320	1.4160-1.4180 1.8170-1.3180 4.241-4.254 75.90-76.90 13.84-13.85 1.2255-1.2295 3.76-3.774 190.50-191.00 211.55-211.85 23254-2327-11.584 11.75-11.1584 11.124-11.144 3184-3194	21-24 ore dis	-1.78 -2.82 -2.81 -1.84 -3.81 -14.98 -7.78 -5.49 -5.63 -2.63	0 77-0.82dis 0.85-0.95des 3½-2½pm 42-52dis 4½-5½dis 1,15-1.28dis 3½-2½pm 450-1030dis 420-460dis 40-42dis 11½-13dis 11½-13dis 6½-82dis 2½-2½pm	- 1.98 2.70 - 2.45 - 1.34
Austria Switz.	26.40-26.55 3.10-3.12 ² 2 Belgian rate is 5/4-month fo	26 44-26 49 3.11-3.12 for convertible prwate dollar 1.	5½ 4½gro pm 7½1c pm 1 trancs. Financi 57-1.62c dia. 12:	4.82 al franc	16-12 ⁷ ,pm 4-3 ¹ ,pm 78 45-78.55 3.27-3 37.	4.82

OTHER CURRENCIES

Apr. 19				!	£
					Note Rates
Argentina Peso	50,46	50,55		Austria	26.35-26.65
Australia Dollar.	1,5365	1,5385		6 Belgium	
Brazil Cruzeiro	1.578.56-	1.992.30		'Denmark	
Finland Marka	8.0018	8.0386	5,6400-5,650	:France	11,52-11,64
Greek Drachma.	148.60	149.60	104.90 105.2	D Germany	3,74 3,78
Hong Kong Dollar	11 0690	11,1000	7.8065-7.808	5 Italy	2300-2330
ran Rial	123	50"	86.95'	Japan	\$1B-325
Kuwa tDinariKa)	0 4 1750	0.41858		8 Netherlands	4.225.4.265
Luxembourg Fr.	76 80.	76 90	54.18.54.20	Norway	
Melaven Dellar	3 2485.	5 2536		Portugal	186-197
New Zealand Dir.	2 1515	2 7555	1 5185.1 518	Spain	2061:-21614
Saudi Arab. Riyal	1 0055			Sweden	11.09-11.20
Bingapore Dollar	2 0600	9 9650		Switzerland	3.09 lg -3.12 lg
omgapore Donar	2.3030	1.7482		United States	
				Yugoslavia	
U.A.E. Dirham	2.2102	0,2175	3.0120-3,073	TUGOSIAMA	113,183
	- /		• Selling rates		·

	ECU central rates	Currency amounts against ECU April 19	% change from central rate	% change adjusted for divergence	Divergence
Belgien Franc,	44.9008	45.5343	+1.54	+1,46	±1.5447
Danish Krons	8.14104	8_21750	+0.94	+0.88	±1.6425
German D-Mark	2,24184	2.23252	-0.42	-0.50	± 1.0642
French Franc	6.87456	6.87C75	-0.06	-0.14	± 1.4052
Dutch Guilder	2.52595	2.51948	-0.28	-0.34	+1.4964
Irish Punt	0.72569	0.728731	+0.42	+0.34	+1.6639
Italian Lira	1403.49	1380.68	-1.53	-1.63	±4.1505

	ency. Adjustment		y Financial Ting	jes.		100. Bank of age 1975—100)	England lade: •	*C\$/SDR		il 18: 1.35 3
EXCHANGE (CROSS RA	TES								
Apr. 19	Pound St rling	U.S. Dollar	Deusche m'k	JapaneseYen	FrenchFranc	Swiss Franc	Dutch Guild	italian Lira	'Canada Dolla	r _i Beigian Fra
Pound Sterling	0.705	1,419	3,770	319.0	11,58	3.115	4,253	2327.	1.818	76.85 .
U.S. Dollar		1.	2,658	224,9	8,164	2.196	2,998	1640.	1,281	54.18
Deutschemark	0,265	0.376	1.	84,62	3,072	0.826	1,128	617.1	0,482	20,38
Japanese Yen 1,000	3,135	4.447	11.82	1000,	36,30	9.766	13,33	7293.	5,697	240.9
French Franc 10	0,864	1,225	5.256	275.6	10.	2,698	3.872	2009.	1,570	66.36
Swise Franc	0,321	0,456	1.210	102.4	3,717	1.	1.366	746,9	0,583	24.67
Dutch Guilder	0,235	0,334	0,887	75.01	2.725	0.733	1.828	547,1	0.427	18,07
Italian Lira 1 000	0,480	0.614	1.620	187.1	4,977	1,339		1000	0.781	33,03
Canadian Dollar	0,550	0.780	2.074	175.5	6,371	1.714	2.340	1280.	2.365	42.28
Salgian Franc 100	1,301	1,846	4.906	415.1	15,07	4,053	5.534	3027.		100,

EURO-CURRENCY INTEREST RATES (Market closing rates)

Apr. 19	Sterling	U.S. Dollar	Canadian Dollar	Dutch Guilder	!	Swiss Franc	D-mark	French Franc	Italian Lira	Belgii Conv.	n Franc Fin.	Yen	Danish Kroner
Short term	8:2.84 8:2.81		10-10 4 10-10 4 10 4-10 6 10 3-10 4 11-11 6 11 4-11 6	5 ³ 4-5 ⁷ 8 5 ³ 4-5 ⁷ 8 5 ⁷ 8-6 6-6 ₁ 6- 6 ¹ 8-6 ³ 4 6 ¹ 8-6 ⁵ 8	:	11g.15g 63g.61g 31g.35g 31g.35g 31g.41g 41g.41g	514-636 52-816 546-512 612-538 513-512 614-612	115e-117e 117e-121e 121e-125e 13:e-125e 15-131e 14-141e 144-15	1434 -1514 1334 -1514 1518 -1598 1512 -16 1614 -1634 1718 -1758	1112-12 1114-1154 11-1112 11-1112 11-1113 1154-1214		5½-51g 5½-51g 6½-6/k 6½-6/g 64-6/g 612-6/k	1078-213 11-111 1095-111 1014-103 1012-11 1114-113

Asian \$ (closing rates in Singapore): Short-term 10¹¹₂₄-10¹³₂₅ per cent; seven days 10¹¹₂₄-10¹³₂₅ per cent; one month 10¹²₂₄-10¹³₂₅ per cent; three months 10¹³₂₄-11¹³₂₅ per cent; six-months 11¹³₂₄-11¹³₂₅ per cent; one year 11¹³₂₄-11¹³₂₅ per cent. Long-term Esrodollars two years 12¹₂₄-12¹³₂₅ per cent; three years 12¹₂₄-12¹₂₅ per cent adminal closing rates. Short-term rates are call for U.S. banks and Japanese yen; two days' notice.

MONEY MARKETS

Resigned to higher rates

up by about 18 per cent across the range, but this was of little significance when set against the

UK clearing banks' base lending rate 8½-9 per cent (since March 8)

background of the present dispute in the mining industry. The rates seem to have settled into a holding pattern, and will prob-ably remain so until the full impact of the miners' strike is known, or U.S. rates show another major move. The last increase in the Federal Reserve discount rate and commercial bank prime lending rates was about two weeks ago, but dealers are by no means convinced that the upward trend has yet run its course Kaufman of Salomon Brothers about prime rates hitting 131 per

FT LONDON INTERBANK FIXING

LONDON INTERSA	
	U.S. dollars
bid 10 15/18	ofter 11 1/10
6 months	U.S. dollars

fixing rates are the arithmetic The fixing rates are the arithmetic means, rounded to the nearest one-sixteenth, of the bid and offered rates for \$10m quoted by the market to five reference banks at 11 a.m. each working day. The banks are National Westminstor Earls, Bank of Tokyo, Deutsche Bank, Banque Nationale de Paris and Morgan Guaranty Trust.

MONEY RATES

London's money market has become almost resigned to an upward move in interest rates, but the timing remains the subject of considerable doubt. The gilt and money markets were both very quiet, lacking any incentive to trade as U.S. There has been no sign of structure to trade as U.S. There has been no sign of structure to trade as U.S. There has been no sign of structure to trade as U.S. There has been no sign of structure to trade as U.S. There has been no sign of structure to trade as U.S. There has been no sign of structure to trade as U.S. There has been no sign of structure treated.

Sterling interbank rates moved up by about 1/2 per cent across the range, but this was of little range was followed by the end of the year has potentially strong D-mark falls as the market is concerned, particularly after the much faster first quarter gross national product growth figure than expected announced on Thursday.

There has been no sign of particularly after the much faster first quarter gross national product growth figure than expected announced on Thursday.

There has been no sign of particularly after the much faster first quarter gross national product growth figure than expected announced on Thursday.

There has been no sign of particularly after the much faster first quarter gross national product growth figure than expected and the first quarter gross national product growth figure than expected announced on Thursday.

There has been no sign of particularly after the much faster first quarter gross national product growth figure than expected and the first quarter gross national product growth figure than expected and the first quarter gross national product growth figure than expected and the first quarter gross national product growth figure than expected and particularly after the much faster the much faster the much faster the much faster from favour, thus reducing any increase rates between growth falls and money market, Monday and Thursday, and Thursday, and Thursday, and Thursday for faster the first

5.6876 1679-1714 11.95 1179-1218 6.15625 1678-1714 1114-1112 1212-1248 6.28125 1718-1719 1114-1112 1213-1219 - 1114-1112 1278-1318 5% 54 5.6875 54 54 6.15625 6.61a 61a-614

Discount Houses Deposit and Bill Rates LONDON MONEY RATES

Apr. 19 1984	Sterling Certificate of deposit			Company Doposits	Market Deposits	Tressury (Buy)	Treasury (Self)	Eligible Bank (Buy)	Eligible Bank (Sell)	Fin Trac (Bu
Overnight 2 days notice 7 days notice 7 day notice Two months Two months Three months Nine months One year		6-5-4 6-6-6-6-6-6-6-6-6-6-6-6-6-6-6-6-6-6-6	812-858 812-858 858 859 854 879 979 975	71-2-87-8 	918-928 918-928 918-928 918 918 918 918 918 918			3 8 8 8 8 8 8 8	844 854 854 856	91
	Loca! Auth. Regotiable	Authority	Finance House	of L	inked L	ECU Inked	MONEY	RATE	:s	

	ponus	Debéarce	hebosen	DECOMIN	Dehosins	DEDGREE	_
One month	91a-87a		. 8,%	10,55-18,65	873.9 73	81 ₈ 9	ŀ
Two months	94.9	: _	84	10,65-10.75	9, 9,	9.07	P
Three months.	914 9	ı –	i 8⊯	10,75-10,85	9 L. 95s	91, 9,	8
Six months	9:9.9	ı <u> </u>	9,4	11.0 -11.1	918.918	9 3.934	F
Nine months	95g B3g		93g	11.15-11.65	' - '-		N
One year	96.96	' -		11,45 11,65	915-10A	10.10 %	-
Two years	2/6-2/6	! 101a	; -			1 -	7
Three years	_	104a	i —	¦	_	-	
Four years	_	101	<u> </u>	l — !	-	· -	C
Five years	_	105a	·	! - -	_	! —	Ŧ
ECGD Fixed parch 7 and linearch Parch 1 and linearch Parch 1 and 1	to April 3 13es sever 16 (publis) 984. Lon London De 11ls: Averag (Series 6) 1-three more tent; nine- Decosits h	1984 (incl 1 days' no 1 days' no 1 had by the 2 don and S 2 posit Rate 2 tender ro 2 beposit of 12 months 12 months	usive): 8.1 tice, other Finance H Scottish C for sums tee of disc F100,000 cent: thre 9½ per ce Series 4-5	978 per cr rs seven ousse Ass learing Ba at seven count 8.380 and over e-six mont nt. Under	nt. Local days' fixed octation): f ink Rates lays' notice 0 por cent. held under hs 9 per ce • £100,000 f	authorities i. Finance i. Finance i. Finance ii. Finance ii. Finance io Fia-5ia ii. Sia-5ia iii. Six-nice 3 1 1 1 1 1 3	

EW YORK (Lunchtime) me rateoker loan rate 99²⁰2 97¹⁰2 99¹2 97¹2 98¹2 94¹4 94¹2 94¹2 g year n year ,..,.

FINANCIAL FUTURES I cent against the U.S. currency, and improving against the Deutsche Mark, and EMS mem-bers. The miners' strike remained the principal reason JAPANESE YEN Y12.5m \$ per Y100 LONDON in the table below London prices are for Thursday, April 19. Prices quoted for Chicago are for April 23. for the nervousness about ster-THREE-MONTH EURODOLLAR ling, but with warmer weather approaching, high coal stocks at power stations, and doubts about ous day"s open int 479 (529) **CHICAGO** June 88.55 98.92 98.77 99.97 Sept. 88.37 88.46 89.28 88.51 Oec. 87.95 88.05 97.94 88.51 March 87.60 87.73 87.60 — June 87.21 97.60 97.73 97.60 — Volume 4.003 (2.582) Previous day's open int 14.475 (14.451) the attitude of other unions, the market seemed to be waiting until the full effect of the strike U.S. TREASURY BONDS (CBT). 8% 5100,000 32nds of 100% THREE-MONTH STERLING DEPOSIT April 20 Prev. close Spot #51.4165-4175 \$1.4160-4170 1 month 0.36-0.27 dis 0.25-0.27 dis 3 months 0.79-0.81 dis 0.70-0.80 dis 13 months 3.28-3.34 dis 3.28-3.34 dis Close High Low Pres
June 90.96 91.00 90.95 91.0
Sept. 90.81 90.66 90.61 90.68
Dec. 90.32 90.35 90.32 90.48
March* 90.10 90.13 90.10 90.11
June* 80.95 80.95 80.95
Volume 925 (558)
Previous day's open int. 8,449 (8.488)
*2500,000 points of 100% U.S. TREASURY BILLS (IMM) \$1m E forward rates are quoted in U.S. cents discount. FORWARD RATES AGAINST STERLING 1 month 1.4212 3.7800 11.6150 3.1025 318.3 3 month 1.4265 3.7413 11.7060 3.0775 317.0 6 month 1.4345 3.7110 11.8869 3.0391 314.7 CERT. DEPOSIT (INMA) \$1m points of 100%

the control of the co

12 month 1.4522 3.6623 12.1898 2.9703 310.5 Close High June 105-17 105-28 Sept. 105-29 105-09 March 104-21 June 104-01 Volume 2,803 (1,759) BANK OF ENGLAND TREASURY BILL TENDER volume 2,003 (1,799) Previous day's open int 5,257 (5,368) Basis quote (olean cash price of 134,% Trassury 2003 less equivalent price of near futures contract) 22 to 34 (32nds) £100m £100m Top Accepted | rate of discount. 8,3830% | 8,3830% STERLING £25,000 \$ per £ Ciose High Low Pro Jne 1,4242 1,4252 1,4230 1,422 Sept. 1,4230 1,4320 1,422 Dec. 1,4415 1,4407 1,4407 Volume 43 (282) Previous day's open int 2,343 (2,256) DEUTSCHE MARKS DM 125,000 \$ per DM prii 19 spraad Close One month p.a. months

K† 1.4160-1.4220 1.4790-1.4190 0.24-0.29c dis
shand† 1.1525-1.1550 1.1525-1.1535 0.18-0.14c pm
neda 1.2802-1.2809 1.2802-1.2807 0.96-0.03c pm
sthind 2.2902-1.2809 1.2802-1.2807 0.96-0.03c pm
sthind 2.3906-2.9975 2.9985-2.9975 1.21-1.16c pm
1.3906-2.9975 2.9985-2.9975 1.21-1.16c pm
1.49.35-1.69-7.6950 7.525-9.7675 .20ore pm-80dis -0.18 2.00-1.00pm
strugel 134.40-134.90 134.40-134.90 60-200c dis -11.59 220-600dis -1
1.91 1371-1642 184.40-184.90 60-200c dis -11.59 220-600dis -1
1.91 1371-1642 184.40-184.90 60-200c dis -5.62 225-235dis -5.62 225-235dis -1
1.91 1371-1642 1840-8.710 8.1825-8.1657 0.95-1.15c dis -5.82 225-235dis -1
1.92 1380-2.2190 8.1825-8.1657 0.95-1.15c dis -0.23 1.00-5.00dis -1
1.92 1380-2.2190 21945-2.1955 1.33-1.22c pm
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1.95 2.1826-2.1950 21945-2.1955 1.33-1.22c pm
1.95 2.1826-2. Jns Close High Low Pre Jns 0,3795 0,3803 0.3795 0,380 Sept. 0,3844 Volume 127 (177) Previous day's open int 503 (483) SWISS FRANCS SWFr 125,000 \$ per SwFr

WEEKLY CHANGE IN WORLD INTEREST RATES

Latest 89.01 88.46 88.02 87.65

STERLING (IMM) Sa per £

Latest 1,4210 1,4295 1,4370 1,4460

THREE-MONTH EURODOLLAR (IMM) Sim points of 100%

ONDON	Apr. 19	change	NEW YORK	Apr. 19	change
ase rates day interbank	618 18-89	Unch'd	Prime rates	12 1054	Unch'd .
mth interbank reasury Bill Tender	87 <u>8</u> 8.3800	· + 8,0024	5 Mth. Treasury Bills 6 Mth. Treasury Bills	9.76 9.86	+0.08
land 1 Bille land 2 Bills land 3 Bills	812 814 814	Unch'd Unch'd Unch'd	FRANKFURT	10.65	+0.35
Mth. , reasury Bills Mth. Bank Bills	84 <u>7</u> 84	Unoh'd	One Mth. Interbank	5.65	Unch'd
Mth. Bank Bills	S ¹ 7	Unoh'd	PARIS	4.110	lunch'd
OKYO Ine month Bills Tures month Bills	6,15625 6,28125	_8.8825 'Unch' d	Intervention Rate One Mth. Interbank	12 12,3125 12,4375	Unch'd -0.125 -0.125
RUSSELS ne month	 114e		MILAN ·		}
hree month	114	Is	Three month	17度	Unch'd
MSTERDAM	L		DÜBLIK		1
ine month Tures month	57g 6rls	+ 6	One month Three month		Unch'd Unch'd
oodgobend 1 bills	mature in	mo to 14	days, beed 2 bills 1	to 33 de	VS. 894

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In accordance with the provisions of the Bonds, notice is In accordance with the provisions of the Bonds, notice is hereby given that for the three months interest period from 24th April, 1984 to 24th July, 1984 the Bonds will carry an Interest Rate of 1175% per annum. The relevant Interest Payment Date will be 24th July, 1984. The Coupon amount per U.S. \$5,000 will be U.S. \$141.40.

On 16th April, 1984 the Ten Year Weekly Treasury Rate was 12.49 per cent. per annum.

Morgan Guaranty Trust Company of New York Agent Bank

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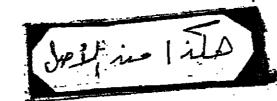
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WORLD VALUE OF THE POUND

COUNTRY	CURRENCY	VALUE OF £ STERLING	COUNTRY	CURRENCY	VALUE OF 2 STERLING	COUNTRY	CURRENCY	VALUE OF £ STERLING
Ifakspieten A	fohani	99.00	Greenland	Banish Younes	13.86	Peru		exe(A)3,958.
dghanistan Al Ubania Li	•K	9.99	Grenada Guadaloupe	E. Caribbean \$	3,83	i Philippines	. Philippine Peso	19,89
lgeria Di	inar	(A) 6.9440	Guadaioupe	Local Franc	11.58	Pitcairo Islande	L Sterling New Zaaland &	_
ndorra {	Prench Pranc	11.58 211.70	Guaremata	u.s. s Ouelzei	1,4185 1,4185		New Zealand &	2,1535
ngole Kuntigua E.	MSUST LOCKE	ICMN 43.7625	Guinea-Bissau Guyana	Syli	38.04 112.50	Poland	Zioty	156,36
ntigua E,	. Caribbean Ş	3.85	Guin ee-Biste u	Peso	112.50 5.3125	Portugal	Portugu'se Escudo U.S. 3	190,75
rgentina No	ew Peso	50,605		Cultuloso'A				1.4166
ustralia	ustrailan \$	1,5375 26,465	Haiti Hondures Hong Kong	Gourde.	7,0925.	Qater	Qatari Ryal	5,167
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SECTION IV FINANCIAL TIMES SURVEY

Despite the Gulf War, the fighting in Lebanon, divisions among Arab nations and declining oil fortunes, Saudi Arabia still appears to be in a confident mood and is planning optimistically for the future

Saudí Arabía

A face of calm in troubled region

SAUDI ARABIA appears today as outwardly calm, unruffled and confident about the future as it has at any point during the past decade.

The physical transformation of the Kingdom is still a source of wonder to those who knew the country in the 1960s and before. King Fahd's assumption of power was achieved with the minimum of disruption and as he moves towards completing the second year of his rule the extensive House of Saud looks to be firmly united behind.

The upsurge of violence in the Middle East, most notably in Lebanon and in the war between Iraq and Iran, appears hardly to have touched Saudi Arabia. A heavy machine gun mounted on the back of a truck at the entrance to the U.S. Embassy in Jeddah is about the only jarring note in a country pleasantly free from overt security

such equanimity is reflected in the By Roger Matthews private conversations between leading members of the ruling family must be far more doubtful. Although private doubts are never allowed to emerge and public debate is not encouraged, there are a series of domestic and international issues facing Saudi Arabia which could eventually force uncomfortable choices upon a Government noted for its caution and conservatism.

The most obvious and imliate danger comes from the Gulf War. Saudi Arabia has no choice but to continue its sive financial support for Iraq and hope that war weariness or a change of regime in

Middle East Editor

view is that Saudi Arabia desires neither victor nor van-quished, but officials also admit they see no evidence of Iran modifying its demands or lessening its attempts to export its revolution.

Saudi officials believe that without the Kingdom's aid-now thought to have reached \$25bn—the Iraqi regime may have been toppled many months ago. Some officials also believe that it is a "miracle" that the war has been contained within its present geographical

Earlier this year, Saudi Tehran may eventually bring Arabia was persuaded that Iran to the negotiating table. Iran attacks on Iranian ship-The official Foreign Ministry ping would lead to an attempt official.

to close the Strait of Hormuz and quickly established its own floating reserve of crude oil sufficient to cover about ten days exports—the period of time that the U.S. had said it would take to guarantee the resumption of shipping move-

The Saudi air force and air defences were simultaneously alerted for a possible sneak Iranian attack across the Gulf. Despite massive numbers of Iranian troops still poised for yet another offensive against Iraq, Saudi officials now appear less concerned about the threat to shut the Strait.

ments through the Strait.

"We believe Iran will only attempt such action, if all its own oil exports are totally

still figures largely in the calculations of Sheik Ahmed Zaki Yamani, Saudi Arabia's longcontinues to chart the recovery leum Exporting Countries from the near disaster of early 1983 when prices looked as if they were about to be forced into a

downward spiral. He believes that an extended losure of the Strait could threaten the present Opec stra-tegy by again causing prices to rise sharply and would encour-age renewed efforts by the industrialised countries to limit energy consumption. But provided that danger can be avoided Sheik Yamani is anticipating a steady increase in oil demand, particularly after

an important element in Saudi Arabia's domestic budget strategy, are that the combination of western economic recovery, still lower oil prices in real terms, and a decline in output by several countries including Britain, will provide the King-dom with the apportunity to sustain an output of 6m barrels. a day or more within about

Paradoxically, a swift end to the Gulf war would also threaten Sheik Yamani's assumptions by releasing an additional ex-port capacity from those two countries of 2mb/d-3mb/d al-though the effects on Saudi Arabia as the Opec swing pro-ducer would be partially offset

support for Iraq.
Faced by so many imponderables, King Fahd appears to have opted for an optimistic

get strategy and to utilise the country's external reserves in order to sustain a moderate rate of growth. In the budget announced at the beginning of this month, Saudi Arabia is planning expenditure of \$75bn, an increase of \$12bn over the actual spending figure for the previous 12 months.

Revenues have been also assessed rather optimistically at \$62bn which, according to some independent calculations, would require an increase of nearly lm b/d in all production beyond the present 4.5m b/d. Alternatively it could suggest a willing ness to draw down the reserves by more than \$13bn envisaged in the budget.

Healthy reserves

Officials at the Saudi Arabian Monetary Agency are said to anticipate a possible decline in reserves during the present financial year of up to \$20hn. Although this would leave the Kingdom with still very healthy reserves of about \$110bn, it is not a trend that Ministers would wish to continue for much longer without more concrete signs of sustained increase in the world demand for oil.

The authorities are seeking in part to compensate for the relative slackening of statefunded economic activity by persuading the private sector to take greater responsibility for the next stage of the Kingdom's growth which is designed to en-courage the creation of a modest industrial base.

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Economy

Finance

Foreign Policy

Still in good shape despite the decline in national income

Arab unity is the main aim

Calm appearance masks

and the growing need for a sophisticated financial system

fundamental changes in banking;

Industry

Oil: output rate defended

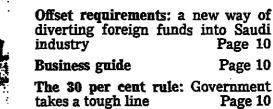
Jubail: the home of new industry Page .4 Petrochemicals: birth a new

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The 30 per cent rule: Government takes a tough line Page 10



Business

Shias: relaxation of controls eases the tension Islam: a guide to the religion Page 12

Editorial production of this survey by Mike Smith. Design: Philip Hunt,

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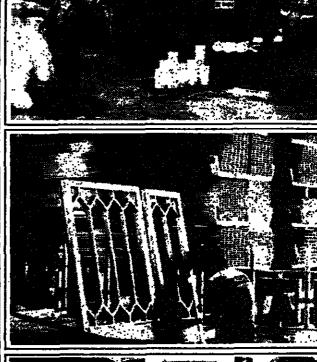
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SAUDI ARABIA 2





Left: Crown Prince Abdullah meets British Prime Minister Margaret Thatcher in Downing Street earlier this year on an official state visit. Above: a Boeing Awac. The U.S. operates four Awacs for the Sandis and Boeing expects to deliver five more beginning in 1986

Arab consensus is main external aim

unique in the Middle East, for pursuing close and friendly relations with governments which are following policies directly opposed to those of the King-

Conversations with senior officials in Riyadh or Jeddah are invariably punctuated by the assertion that Saudi Arabla wishes to be on good terms with all countries because this permits dialogue and the oppor tunity for persuasion while diminishing the risk of confrontation. But it also provokes accusations of weakness, indecision and vacillation, especially at times, such as now, when the League of Arab States is leader-less and divided.

Such accusations stem at least partially from a misunderstanding of Saudi intentions. Under King Fahd, Saudi Arabia appears to regard the achieve-ment of Arab consensus to be the primary requirement of any approach towards solving the problems of the region. Its own modest policy initiatives have been designed around its assessment of the minimum level of agreement possible among the Arab states. Suggestions from King Hussein of Jordan that decisions in the Arab League should be taken by the majority find little response in Sandi Arabia. despite the fact that such a change would work in favour of the policies it espouses. Saudi officials accept that the consequences of such a policy enable individual countries to

will of the Arab majority over the Gulf war and has also been attempting to bring the Pales-tine Liberation Organisation under its exclusive control.

Syria has continued to deny the

Syria's continuing support for Iran in the war with Iraq dismays Saudi officials but has not brought any change in the relationship between Riyadh and Damascus. For over a year, Crown Prince Abdullah of Saudi Arabia has been reading to not Arabia has been seeking to per-suade Syria to reopen the Iraqi oil pipeline to the Mediter-ranean but without success. The cost of the closure is borne directly by the Sandis, who since the early months of the war have been Iraq's most important financial backers.

Current Saudi aid to Iraq, in direct cash payments and in oil sold on Iraq's behalf, is estimated to be running at about \$7\text{bn-\$30n a year. The reopening of the trans-Syria pipeline, with veto the will of the majority. only do the Syrians refuse to Syria in providing material

in the region of \$750m a year in payments from Sandi Arabia under the terms of the 1978 the terms of the 1978 Arab summit agreements.

vacillation

This money was provided initially to sustain Syria's efforts on behalf of the Palestinian people following Egypt's withdrawal from Arab confrontation with Israel. Syria may argue with some justification that during the past year it has been the only Arab country successfully to deny Israel's ambitions in Lebanon, but Saudi Arabia also has to accept that part of its annual contri-bution to Syria is being used to frustrate its desire to bring the Gulf war to a negotiated end and to bury the prospects for building on President Reagan's proposals for progress

There were few more dis-tressing sights for moderate a maximum capacity of about Arab countries last autumn 1.4m barrels of oil per day, than the factions of the PLO would ease the Saudi financial battling for authormacy in burden substantially. Yet not northern Lebanon. The role of

nort for the rehale atten

of Mr Yasser Arafat again-directly opposed Sandi policy, but the government in Riyadh predictably opted for conclia-tion and avoided any public stance on the issue.

"Syria is an extremely im-portant country in the region and while we may not always agree totally on all aspects of policy we do have an obligation to that country and we shall continue to discharge that obligation," a Saudi official said earlier this month. "It is a matter of duty to the cause of the Arab nation and everything we do, all actions that we take, have to be seen from that view-point."

ount.

Our aim is primarily solidarily amongst the Arab countries which we consider
absolutely vital. Our destiny depends on us being able to fraid together again one day, and we will do nothing to harm such a prospect."

Saudi "Arabia's ability to demonstrate its consistent sup-port for pan-Arab ideals helps to counter the criticism that is levelled against its own very Officials in Saudi Arabia describe bi-lateral relations

three years and its fear of militant Iran have combined to increase the ultimate Sandi initiatives."

Although brave words are spoken about the desire by Arab Guif countries to avoid any superpower involvement in the region, it was to the U.S. that Saudi Arabia turned earlier this year when it began to fear that Iran might make good its repeated threat to good its repeated threat to attempt the closure of the Strait of Hormuz.

The U.S., along with Britain and France, was asked by Saudi

Saudi Arabia wishes to be on good terms with all its response apparently gratified the Saudis, even though they neighborred. This diminishes the right of confrontation had not made any specific neighbours. This diminishes the risk of confrontation request. Saudi officials now say with

but provokes accusations of weakness, indecision and some confidence that they would not expect the Strait to be conse to Iranian actions.

The ruling family appears to anything but the most generalised public utterances com-bined with more active behind the scenes diplomacy can pay lariy quote Saudi Arabia's efforts to defuse successive crises in Lebanon.
Saudi diplomats are pleased

at the containment of the fighting in Lebanon and privately are proud of the skill they demonstrated in escaping largely undamaged from the

and Syria.
"We value our friendship with both countries and we hope that both will come to see that the way forward is through negotiation and an acceptance of the rights of the people in the area," commented a Saudi official_

Frustrating

To some countries, looking statements are dismissed as meaningless platitudes. One sensor Arab diplomat in Jeddah claimed that his dealings single most frustrating experience in a long international

describe bi-lateral relations with the U.S. as "very good" but admit to "differences" over the degree of American backing for Israel.

Saudi officials claim that these "differences" are put forcefully to the U.S. aithough members of the Administration are more often than not pleasantly susprised at the coordiality of talks in Riyadh or Washington.

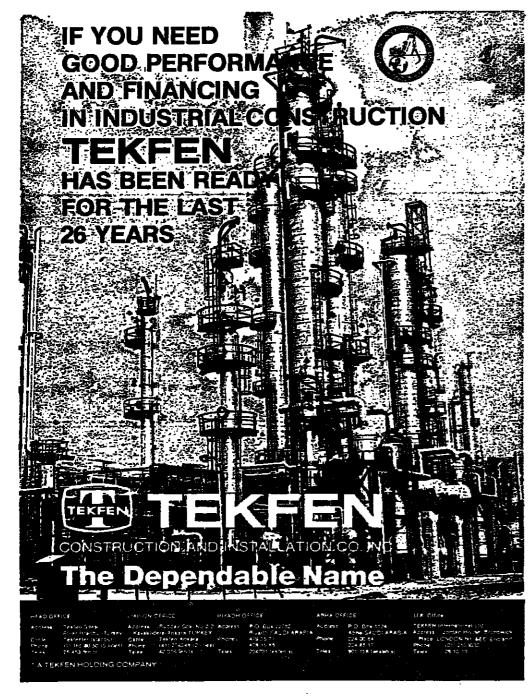
ence in a long international career.

"I am always being told what they think I would like to hear, but never is there any sense of urgency, or any indication that they are firmly action. The two major issues of the moment, Palestine and the Gulf war, are never going told what they think I would like to hear, but never is there any sense of urgency, or any indication. The two major issues of the moment, Palestine and the Gulf war, are never going to the moment of the moment, palestine and the gulf war, are never is there any sense of urgency, or any indication. The two major issues of the moment, Palestine and the gulf war, are never going to the career. Washington.

The diminution of Saudi better to turn up. Solutions Arabia's importance as a world oil supplier during the past action and sadly there is very

conclusion that public airings of grievances seldom produce helpful results.

Roger Matthews



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in the past few months when pect, and continue to receive, ing to overthrow the leadership Success in manufacturing CONTINUED FROM PREVIOUS PAGE There are already several ex-amples of successful small-scale available from the Government the social and political fabric of manufacturing but the hopes ex-bave become significantly the country than as providing

pressed for the private sector in the Fourth Development Plan are unlikely to be realised un-less Saudi entrepreneurs can be persuaded to accept more modest definition of profitability.

The latest success story in the transformation of the Kingdom, and one of which King Fahd is particularly proud, helps to illustrate the point. This year, Saudi Arabia is certain to become self-sufficient in wheat and may even enjoy a small export-able surplus.

The fact that the wheat will have cost six to seven times more a bushel to produce than the present international price may make economic nonsense of the exercise, but it has given Saudi Arabia's rulers a sense of strategic independence and political achievement.

The astute Saudi businessmen who moved into wheat production and took full advantage

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available from the Government the social and have become significantly the country wealthier in a very brief period. an opportunity one even boasts that he has rependiture in the first 12 months

In the Kingdom's relatively stances it cannot afford too many more successes of this nature and somehow must try to lower public expectations. However, this is a path down which the royal family is under-standably reloctant to walk.

Courage

For the past ten years wealth has been spread, not always very equitably but certainly very generally, through the provision of many services free of all charge, in turn, this has prompted excess particularly in prompted excess, particularly in the use of water and electricity, which the government would

now like to curb.

A first tentative step towards the reduction of subsidies was taken in the April I budget with petrol prices being increased by 70 per cent. Petrol remains extraordinarily cheap by Western European standards, but within a fortnight the Government felt obliged to issue a warning that it would not toler to price rises being passed on ate price rises being passed on to the consumer in other forms

Public reaction to the petrol increases will largely decide how courageous the government will be in tacking other similar

Although the budget puts the cost of subsidisation at just over \$3bn in the new financial year, economists have been warning that this figure could mount swiftly as a proportion of the budget if the population con-tinues growing at its present estimated level of nearly three per cent per annum.

According to these estimates, Saudi Arabia's indigenous popu-lation could reach 14m-15m by the end of the century, lending weight to the need for job crea-tion policies and for an education programme tailored to the desire to reduce the expatriate presence in the Kingdom.

Saudi Arabia's heavy dependence on expatriates at all levels of the economy is a constant source of irritation and concern

the country than as providing an opportunity for enrichment

No form of religious activity other than Islam is permitted in the Kingdom and the authorities last year expelled several devout Christians for holding Bible classes in their own homes. Religious leaders have recently been busy warning saudis planning to travel absend. Saudis planning to travel abroad this summer of the moral dangers which will threaten them and extolling them to stay in the Kingdom where they will be safe from temptation.

Whether this presages a more determined attempt by the authorities to ensure that there is no deviation from the strict tenets of Islam is still unclear, but it also probably reflects the impact that Moslem fundamen-talists are having elsewhere in the Middle East.

As the guardian of the most holy places of Islam, Sendi Arabia is undoubtedly sensitive to accusations that it was less devout than others. Iranian devoit than others. Iranian propaganda broadcasts beamed across the Gulf invariably concentrate on the alleged excesses of members of the House of Sand and gap which is said to exist between their private behaviour and their public utterances.

Certainly the present climate of external threats and economic uncertainty at home is unlikely to encourage more broadly-based methods of popular consultation which have long been promised by King Fahd. Little has been heard recently about his sugges-tion for a National Consultative Council designed to extend the channels of communication between the people and the Government, a need which grows greater as the bureacuracy becomes more complex and demands on the time of the country's rulers ever greater.

The authority and legitimacy of the House of Saud have long rested on its capacity to provide security and prosperity for the people of the Kingdom. There is no indication that popular expectations have so far been dis-appointed. But should events demand di cult decisions from the country's rulers then they could yet regret the lack of a to the country's religious and more efficient system for sustainpolitical establishment. Their ing a national consensus on presence and the alien cultures which they claim all present which accempany them are achievements have been built. ing a national consensus on which they claim all present



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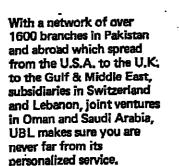
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The Government has been forced to draw substantially on its reserves but the real income of most Saudis remains unscathed

Economy 'still in good shape' despite decline in GNP

IN THE eight years between 1973 and 1981 Saudi Arabia's economy expanded at a rate unprecedented in the history of were undertaken to transform
any major nation-state. Fuelled the Kingdom's communications, by massive and increasing income flows from oil exports, quantum jumps took place in foreign exchange earnings, GNP,

per capita wealth and import levels. Equally large increases occurred in expenditure on big capital projects in the social field and on general welfare. The result was a transformation of the economy from nearpoverty level to super-affluence. By 1981, Saudi per capita GNP had increased 20-fold to reach \$30,000 a year, the highest of any major country in the world. Saudi export earnings had grown larger than the aggregate export earning of either the African or South American continents, and were exceeded only by three powers, the U.S., Japan

On the expenditure side, domestic commitments multitransportation, educational, health delivery and public utility systems to the highest world standards. Everything was done in a hurry with little in the way of cost constraints.

Contraction

After more than a decade of expanding oil income and massive foreign exchange surpluses, the decline in world demand for oil, and the resultant ero-sion of oil prices, led, in 1982, to the first significant contrac-tion in oil income since the early 1970s. The contraction continues Until recently, the main con-

cerns of "Saudi watchers" were the absorption capacity of the domestic Saudi economy and the ability of the world's financial institutions to recycle Saudi Arabia's "excess" funds. These have now been replaced by questions relating to the ability of the royal family to govern effectively with reduced income flows and massive current account deficits. The Government's reaction

to its new problems are designed to have a minimal im-pact on the domestic private sector economy and on indivi-A \$10bn drawdown on the Kingdom's huge \$140bn reserves during the last fiscal year was recently reported by the Ministry of Finance. A further \$13bn drawdown has been projected for the current fixed. projected for the current fiscal year. Coincidentally, the Government has not made any commitments to new mega-projects in the last two budgets: and the latest Aramco Index of Construction Activity Indicates

that expenditure on projects under way are steadily decreas-

coming more cost-conscious in awarding construction and service contracts. A recent example of this new attitude was the cancellation of the large Whittaker Hospital Administration contract shortly after an extension to an existing long term contract had been negotiated. The Government exercised a

the contract out for competi-tive bidding in a significant shift of policy from past practices that permitted contract extensions to be negotiated on a single source basis with the original holders of the

contracts.

Much of the necessary or desired infrastructure to transmodern nation-state-with expanding economic oppor-tunities, better provision of health care, education and welfare—has been built or put in place. The absence of new mega project commitments will thus have little direct impact on

More directly affected will be the foreign contractors, par-ticularly the South Koreans, who have dominated the large construction projects since the mid-1970s; the labour suppliers and the labourers from the Philippines, Pakistan and other the main sources of manpower for such projects; and the exporters of industrial goods and technology, including a number of West European countries who have found large and profitable markets in Saudi

Arabia for their exports. Although the real income of most Saudis is unlikely to be placed in jeopardy by declining oil prices and a lower level of exports, the pattern of the Kingdom's future growth, and in particular plans for major structual transformation based downstream diversification, will face their initial challenge this year.

The challenge will be centred on the economic viability of the kingdom's new export refineries and petrochemical plants now coming into production. Con-ceived and started in the years when projected demand for oil and eas led many observers to predict the near exhaustion world reserves by the beginning of the next century in most

The Mosque at King Khaled Airport, The airport, opened last year, was the latest billion dollar civil project to be completed in

areas outside the Arabian peninsula, and at a time when demand for petrochemicals and most petroleum products was expected to continue to grow at high rates, the projects are now being completed unde different circumstances.

Oil and gas are in abundant supply in most parts of the world and only massive cutbacks in production have prevented more dramatic price declines than have occurred. At the same time, demand for refined products and petrochemicals is just recovering from an un-precedented reduction in world consumption. Depsite the large-scale scrapping or retiring of existing plants, most nations with refining and petrochemical industries remain with large surplus capacity and low levels of operating utilisation.

Saudi officials are convinced that their low cost feedstocks. state-of-the-art technology, and economies-of-scale in their plants, which will be among the largest in the world, will enable them to be highly price comsmall percentage addition to the world's capacity of both refined

oducts and petrochemicals, produce ethylene derivatives, is While this is true, Saudi Arabian export refineries, when they are completed, will be in a position to produce 20 per cent of the internationally traded petroleum products (and with their fellow GCC exporters, nearly 40 per cent).

Sensible

The Saudi Government has long argued that it is more sensible to manufacture petro-chemicals at the source of lowcost basic feedstocks in Saudi Arabia than to produce such products in a country like Japan which must import its feedstocks. Japan is the King-dom's most important trading partner and has recently distract a heartened the Saudi Govern-ment with the announcement Kingdom.

petitive. They also point out is just bringing on stream a that projected Saudi Arablan petrochemical facility which represents the single largest investment in the nation's

a joint parmership between the Singapore Government, Singapore private interests, the Japanese Government (through the Overseas Economic Co- poverty when necessar operation Fund) and a con-affluence when it comes, operation runn; and a con-sortium of Japanese com-panies headed by Sumitomo Chemical Company. The Singa-pore project is expected to lose money for the first two years

of competition involving sovereign economic clout which will be the most difficult to overcome in the future. Saudi Arabia's immediate economic problems should not distract attention from the

and perhaps more, but the Singapore Government is com-

mitted to support it despite the cost. Clearly, it is this level

kingdom.

The Kingdom possesses approximately one-quarter of the world's known supply of oil for which the extract costs are areas. Singapore, for example is just bringing. extraction, processing and shipping infrastructure capable of producing and exporting over 12m barrels of oil a day. addition, the Kingdom immense foreign exch

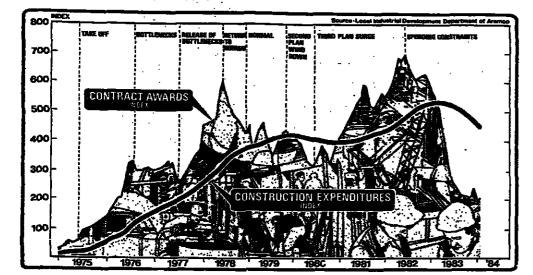
any other nation, a stable and well-established government, political capacity to adapt to poverty when necessary and

The underlying strength of the Saudi economy and the Government's capacity to adapt to changing circumstances was amply demonstrated in the recent budget speech of King Fahd

Reviewing the past fiscal year. the King pointed out that the economy was in good shape, although the GNP had declined and the Government had drawn down its reserves by \$10bn to make up the gap between expenditures of \$63bn and income of \$53bn.

In this year the Government was budgeting for \$75bn of ex-penditures, anticipating \$63bn of revenues almost exclusively reserves by another \$12bn. No other nation in the world can look at a rundown of \$22bn so casually; and few have the financial ability to do so or the political ability to survive such

Tom McHale



The slowdown in contracting

THE CONTRACTS awards index is based on 13 month moving averages. This method is used to smooth out monthly fluctuations to some degree and make the index show medium term movements in contracts awards.

The index incorporates the value of all published con-tracts signed by the Saudi

1-It is blased towards coverage of very large contracts, because small contracts, being less newsworthy, are not so regularly published. 2—It is blased towards government contracts-Aramco

-The percentage of contract awards covered is de-clining. The Government has been making a concerted effort to break down large projects to a contract size range which can be handled Saudi contractors, and and the private sector do not these smaller contracts are less likely to be reported. Nonetheless, there can be systematically announce their awards. (Arameo accounted for 15 per cent of the value little doubt that the chart of contracts monitored in 1977 and 3 per cent in 1982.) above presents a broadly accurate picture.

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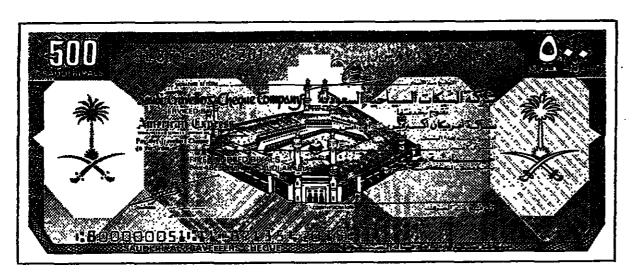
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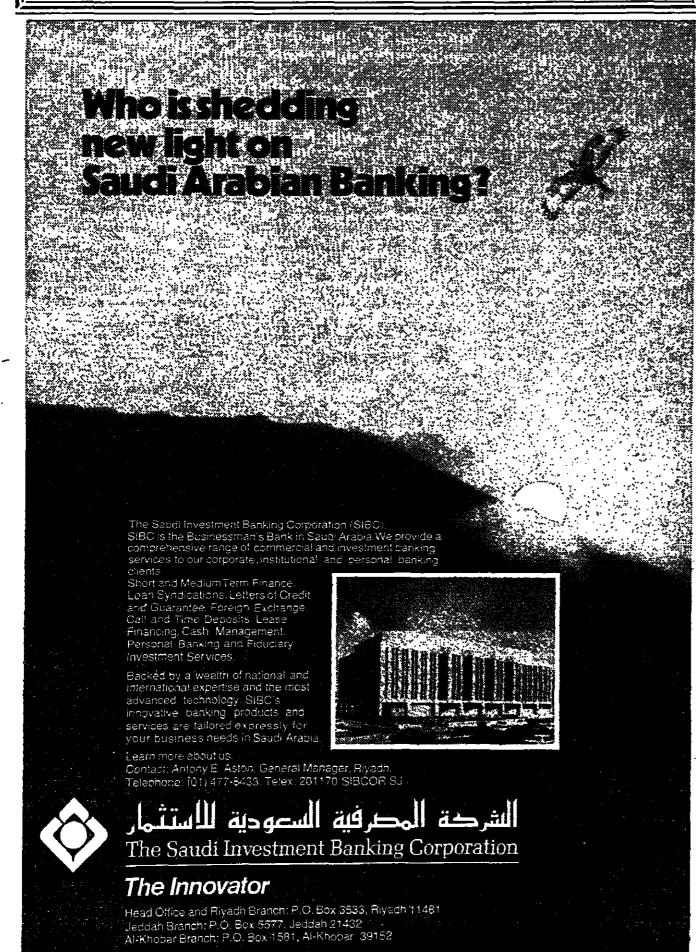
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Richard Johns examines the Saudi role of swing producer

Oil output rate defended

incer" and as such has been biggest single contributor he 17.5m b/d ceiling.

the surge in Saudi output the activity of its newly ed marketing arm Norbec (nearly a quarter of the esti-mated world total) do not

market monitoring committee called upon Saudi Arabia to that the Kingdom could not in the year when output was perform its role as "swing prolucer" af other member 212

of the Gulf war—and crude produced for storage rather

the reasons for placing over 50m barrels of oil in chartered tankers, an operation which began last November. At the outset of it, the word was put

doubt that it has been built up to guard against the closure of the Strait of Hormuz. In the meantime, having run at nearly declined to less than 4.5m b/d in the first quarter of this year. While insisting on its role as Opec's "swing producer," Saudi

Arabia also justified its high rate of output to other members to produce the minimal amount Province did suffer a serious

gas-consuming industries come

gas requirements, little light production prompted three years between Petrolin, the state of has been thrown officially on ago the serious search for uncorporation, and foreign

Second phase

First off the mark will be the 250,000 b/d Petrolin-Mobil refinery at Yanbu, which is

ing its 50 per cent share of the output. It is evidently planning contracts related to open market prices quoted daily in Platt's

Becently Sheikh Ahr

Carla Rapoport reports on industrial development in a new town

Planned City of JUBAIL

Jubail, the home of new industries

"TEN OR EVEN five years ago, talk of industrialisation in the Kingdom of Saudi Arabia was passionate talk, out of science fiction," Dr Mahsoun Bahajt Jalal, a prominent Saudi economist and director of both Sabie and Saudi International Bank grid.

Today, however, the seeds of industrialisation have been planted and Dr Jaial is among those nurturing their growth. The most visible signs of industrial development are springing up in Jubail, a new town just an hour's drive up the Gulf from Damman.

Here, next to Sabic's new pet-rochemical plants, new com-munities with housing and parks and beaches are being built to attract workers and busi-nesses to the area. The sim is to have a new local industry turning Sabic's petrochemicals into industrial and domestic goods and a new city of some 350,000 people by 2000.

So far, Saudi businessmen are moving slowly on committing themselves to Jubail, waiting for the actual start-up for most of the plants scheduled for next year. But a major boost to those considering the expansion of their businesses arrived earlier this year in the form of the National Industrialisation Company (NIC).

The NIC with an initial equity base of SR 600m, will promote joint ventures between local businesses and overseas partners to boost the local manufacture of a wide variety of goods, including motor vehicles, drugs, capital goods and industrial and domestic plastics. It aims to attract capital investments worth \$25m over the next 15 years. over the next 15 years.

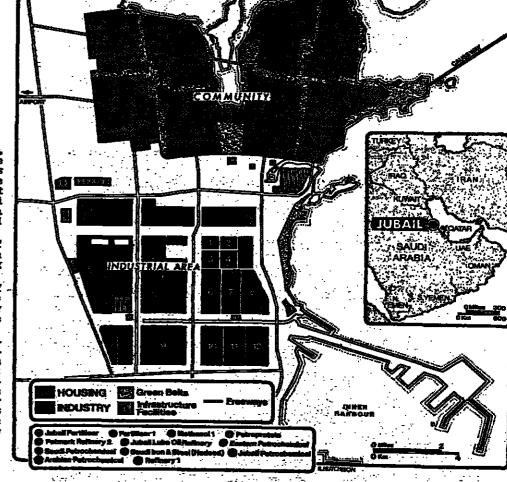
The chairman of NIC is Dr Jalal who recently announced that the equity capital for the group had been almost entirely subscribed by Saudi business-

men and banks.

In the meantime, Sheikh Hamed Al-Zamil, president of Zamil Brothers, a major privately-held Saudi company, sald in a recent interview that his company is considering six or seven projects for the Juhail site, some with joint venture partners, some without. Two are already under way, he said, and will aim to supply the electrics sector.

Japan about the local promatic it was being minimated the sald in a phare doctors. Doctors are not the shares.

According to ministers in Another challenge facing the nation's new industrialists is organising companies to with company registration and the issuing of shares. At present already under way, he said, and will aim to supply the electrics sector.



He says that the NIC is already talking to Mitsubishi of Japan about the local production of Japanese trucks. It has also helped to establish a pharmaceutical company with an independent of the says.

"This project has been situated courts, notary public offices and a structured system for the exchange of company doctors. Doctors are not the shares.

According to ministers in

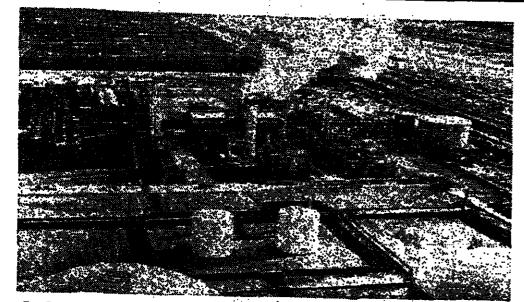
"We don't want to make everything from pens to rockets," said Sheikh Al-Zamil.
"We should make things of good quality here and buy them for their quality, not just because they are made in Saudi Arabia. We have to compete with imports."

Kertile ground

Mr Saleh Toaimi, an investor in NIC and head of Riyadh's Chamber of Commerce, sais that there is fertile ground for the glass and 85 ciyal on the glass and 85 ciyal on the glass. If a rather see this kind of development in Saudi Arabia as the chamber's membership has grown fivefold in the past five years, to 30,000

He says that the NIC is already talking to Mitsubishi of already talking to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a vaniety to make a

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Saudi Methanol Company's plant, one of the many projects scheduled to come on stream next year. It is jointly owned by Sabic and a Japanese consortium headed

All eyes on the petrochemicals launch

SAUDI ARABIA will be facing some of the world's toughest chairman of Sabic and Saudi ted, the volume of duty-free business challenges from day one of its entry into the ranks of the world's leading petro-chemical producers.

Sheikh Abdulaziz Al-Zamil, if this application is accepted to the volume of duty-free imports into the EEC is says: "When a new plant goes expected to be quite small, of the world's leading petro-chemical producers.

These the London-based chemical importance of the world's leading petro-chemical producers.

range of chemicals and plastics, equivalent to around 5 to 7 per cent of the world's demand for

petrochemicals. For the world's chemical industry, the arrival of a new competitor could not have come at a worse time. In Europe, in particular, over-capacity is still putting pressure on profits and prices. Even in the U.S., where feedstocks are cheaper and overcapacity less of a problem, major petrochemical producers are still not producing a satis-factory return on capital. The result of the industry's

weakness has been talk of protectionist tariffs both in the EEC and the U.S. The resolution of these talks will be clearer over the next few months, but already the Saudi Basic Industries Corporation, trolled agency which is would mean that Saudi exports developing the petrochemical would enter free of duty, but

of the world's leading petrochemical producers.

The projects listed in the
table should all be onstream
by the end of next year. They
aim to turn Saudi Aradia's
natural gas, previously flar al
as a waste-product, into a wine
range of chemicals and plastics.

"In order (for us) to con-

"In order (for us) to continue importing these things, they should buy our products."
Sheikh Abdulaziz Al-Zamil has even argued that Saudi Arabia should not have to pay a 12 to 14 per cent tariff on its a 12 to 14 per cent tariff on its imports to Europe, as the King-dom is a developing country. However, even those countries companies committed to fighting protectionism have balked at the idea of reducing

taniffs, Preference plea

None the less, Saudi Arabia has recently applied for duty free access to the EEC under the community's Generalised Scheme of Preferences (GSP) but already the Saudi which imposes quotas for industries Corporation, imports of specialised materials the government-con from developing countries. This projects, is readying a spirited only up to the relevant quota defence.

the London-based chemical newsletter, duty-free imports of linear low density polyethylene would amount to little more than 1 per cent of total Saudi output.

In the U.S., the debate over tariffs on Saudi imports is beginning to hot up. U.S. congressmen from petroleum producing states are saying that the free market in this case isn't necessarily the fair market.

"The issue here is subsidies, not protectionism," says repre-sentative Gillis Long, a Louisianna Democrat.
"The subsidies we are deal-

ing with couldn't be more

obvious. Some foreign countries are essentially giving away the oil and gas that are used to produce petrochemicals." These subsidies refer to the rock-bottom price of 50 cents per million BTU which the Saudi Government is charging the new petrochemical producers for their feedstock. This price compares with a West European average of \$4.50 to \$5 per million BTU and with a U.S. average of \$3.30 to \$3.50. U.S. average of \$3.30 to \$3.50. So far, the U.S. industry spokesmen have been less

Estimated Completion Capacity/year Project Name Shareholders Contractor Cost Date 12/31/83 Feedstock Products (tonnes) Sabie 50% Pecten (owned by Sandi SADAF Fluor Engin- \$3bn Late 1985 78% Ethylene 656,000 Petrochemica eering by Braun, Badger Ethylene Dichloride Shell Oil) 50% 454,000 295,000 Styrene Crude Ind. Ethanol 281,000 377,000 Caustic Soda YANPET Sabic 50% Bechtel Early 1985 78% Ethane Ethylene 455,000 Petrochemica Linear Low Density Company Mobil 50% Polyethylene 205,000 High Density Polyethylene Ethylene 90,000 Glycol 220,000 Sable 50% Ethylene Linear Low Petrochemical Company Density Polyethylene Mobil 50% 260,000 Saudi Methanol AR-RAZI Sable 50% Japanese Mitsubishi Chemical Grade Methanol 100% Methan Heavy Industries 600,000 Consortium led by Mitsubisht 50% National IBN-SINA Sabic 50% Celanese and C. F. Braun Late 1985 Methane Chemical Grade Methanol Methanol 650,000 Texas Eastern 50% Company Arabian Petrokemya Sabic 100% Ethane Ethylene 500,000 Petrochemica Company Eastern Petroche SHARQ Sable 50% Japanese Chiyoda Mid-1985 27% Ethylene Linear Low Density Consortium led by Mitsubishi Company Polyethylene Ethylene 130,000 300,000 Glycol National Ind. Gases Company Saudi Private Jubail 1,200,000/day 400,000/day Sector Nitrogen Sabie 50% Taiwan Fertiliser 50% SAMAD Kellogg and \$350m REDEC-Onstream in 100% Methane Fertilizer early 1984 Company Daelim Saudi Arabian SAFCO Saudi Private Daman Built in 1960s N.A. Urea Sulphuric Acid 1970-Methane 330,000 Sector 60% Saudi 40% Fertiliser expansion in 1980 100,000 Company Lurgi, Vorst, Alpine, Saudi Iron and HADEED Sable 90% Korf-Stahl 5% Jubail Iron Ore Rods and Bars 800,000 Steel Company early 1983 Limestone West German Natural gas Government 5% Scrap Iron Sabic 60% Korf-Handel SULB Expanded in 160% 1981 Jeddah Steel Jeddah Built in 1960s N.A. Rods and Bars 140,000 Rolling Mill

SABIC PETROCHEMICAL, MINERAL AND FERTILISER PROJECTS

aggressive than the politicians. Mr James O'Connor, an executive at the Chemicals Manufacturers Association, said that U.S. firms don't support the concept of calling feedstock a subsidy because it is technically a natural resource of the

country pumping it, But even if Saudi Arabia does gain unhindered entry to the major world markets, the kingdom's new producers have still to prove themselves in market-ing it. The country expects to produce around \$3bn to \$3.5bn worth of chemical products when the plants are fully onstream—a sum which merits a mighty marketing effort if it is to provide profitable returns to both Sabic and its joint venture projects.

to gain access. But prices for a number of products, like methanol, for example, are still at unacceptably low levels even

for low-cost producers. This situation has led a number of leaders within the interest required from the joint industry to predict that Sabie's venture partners for five years joint venture partners will be losing money on their investment, despite the low feedstock prices. It seems increasingly clear that the burden of mar-keting as much as 80 per cent of the new plants' output will fall to the joint venture partners, as opposed to the 50:50 split envisaged originally. Cushioning the joint venture

Sabic has repeatedly stated partners, however, will be the will only become available if have announced small down-that it will sell its products at fairly easy terms upon which the price of Saudi crude rises world prices and not attempt they agreed to participate. The boundercut the market in order Sabic projects are being to gain access. But prices for a manual with a 70/30 debt to demand for plastics is expected to build a 57m 8,000 tonnes a plant in the price of Saudi crude rises stream projects. In ICI's case, the group has gone into a joint venture with a local company to build a 57m 8,000 tonnes a plant in the price of Saudi crude rises above \$29 per barrel again. equity ratio, with only 10 per cent of the total being raised by conventional bank loans. The remaining debt is provided through Saudi loans, with no

after the plant starts. Even then, the interest payable will range between 3 to 6 per cent, depending on the profitability Domestic demand

The joint venture partners have also received crude oil purchase entitlements, but these

demand for plastics is expected to double by the end of the decade, pushing up the demand for polyvinyl chloride (PVC). for example, from 100,000 tonnes in 1983 to nearly 190,000 connes in 1990. This domestic market is now supplied by imports from Western Europe, Japan and North America. Companies who fear the

effects of losing their markets to new competition are being encouraged to propose downstream joint-venture projects with privately-owned Saudi companies. Both Imperial Chemical Industries and Dow Chemical

year polyurethane plant in

V

The Saudis are less interested in joint-venture deals which do not involve capital investment in the country. A number of the large petrochemical com-panies which are not involved in the Sabic projects are anxious to belp Sabic market their products, but the successful com-pletion of these negotiations, it is understood, will require fairly substantal capital investment in Saudi Arabia

Carla Rapoport

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World's third biggest market

SAUDI ARABIA is the world's third biggest market for unit air conditioners—the type of machine that is fitted into the wall of a building rather than being part of a central system. In 1980-82 the Kingdom was installing just under 900,000 air conditioners a year. Now the market has fallen to rather over 500,000 units and may drop a bit below this figure before it levels off at the end of this year. Even at the lower level the country will still rank only after an air-conditioner market. About half the present level of demand is met by three Saudi

or demand is met by three Saudi companies: Al-Zamil Refrigera-tion Industries (ARI), which is wholly owned by the Zamil family and produces Friedrich units, the National Factory for Airconditioners owned by the Al-Eassa family, which produces Gibson units, and the Saudi Airconditioning Manufacturing Company, a 70-30 Jugali-York (Borg-Warner) venture in Jeddah.
There are plans for a fourth

company, to be owned by the Dahlawi family and the Japanese company, Daiken.

Much the biggest of the existing companies is ARI, which produces 500 room units and 35 central systems a day, in a factory on the Dammam indus-trial estate. It is the only one of the companies to have gone into central systems. The Al Eassa and Juffali plants are each making about 200 units a

Dominant

ARI's domination of the market has come about mainly through its being the longest-established of the three companies. Its plant began pro-ducing in the 1970s, and for several years had the advantage of being the only local manu-facturer in an extremely strong market. The Juffali-York factory only started proper production (as opposed to assem-bly) in June last year.

THE PROGNOSIS for the health care industry in Saudi Arabia is excellent. Budgetary

restraints have rendered certain

the government's determination

Arabia can be divided into four areas — construction, operation and maintenance of the hospitals already built, equipment and drug sales, and education, which specifically means medical schools.

In the construction field, the Kingdom has embarked on a building programme that will.

huilding programme that will boost capacity from 117 hospitals, with 23,500 beds in 1982 to 190 hospitals with 36,500 beds by 1985.

The Ministry of Health construction programme for the

The Zamil plant has its own testing facilities and turns out a unit geared to a higher tem-

Private sector industries

TWO CASE studies below and right by Michael Field high-light successful industries developed by the Saudi private sector. Most private Saudi industrial plants built so far pro-duce simple items such as building materials and carbonated.

The two industries here are exceptional in that they produce high value, sophisticated items and have achieved a high degree of integration in their manufacturing processes. They have also brought the Kingdom to self-sufficienty or near self-sufficiency, in the products they make.

perature, more dust and more saline humidity than is normally experienced in the

It also has the advantage of being managed by a family which has dedicated itself to developing successful indus-tries. Together with the Juffalis, Suliman Olayman, Omar Aggad and, on a smaller scale, the younger Alirezas in Xenel Industries, the Zamils are the most active investors in sophisticated private sector industrial projects. Unlike almost all other investors they are involved only in industry. They do not have importing or con-tracting operations to distract them, or help fund their pro-jects.

Integrated

ARI has become highly inte-grated. Because the Zamils, un-like the Juffalis, had not imported and sold air-conditoners before they began manufactur-ing they had to establish their own marketing operation from scratch. This was a common cause of problems for other industrialists in the same posi-tion in the late 1970s. Investors frequently put huge effort into developing the technical aspects of manufacturing and imagined that marketing opera-tions, which cannot be assisted by Saudi Industrial Development Fund loans, would look

after themselves.
Upstream, ARFs integration has gone further than is normal in air conditioner factories in America and Japan: This is partly a matter of force majure — industrialists in Saudi Arabia cannot draw on the range of support services and products that are available locally in Western countries. In other ways the Zamil brothers say they have integrated only to

As it stands now, ARI is one of the most integrated of all Saudi industrial companies, and gives a good indication of which types of processes are economic

form in Saudi Arabia. The company makes its heat exchangers from imported copper pipe and aluminium fin. It produces steel casings from imported plate, and a sister company, Zamil Plastics, makes the fronts and some other margine plastic parts. It makes its own figures.

Government's third five-year plan provides for 36 new

hospitals and 1,125 health centres

Hospital building plan

proceeds strongly

packagings from local supplies. Soon the company will begin using steel call to make its casings as the smaller, less integrated Juffall plant does already. It also intends to produce its own copper tubing from imported bars, and it is working on substituting more locally-produced plastic parts for imported metal items. A plastic fan, to be made by Zamil Plastics, has been designed to

replace the same imported aluminium part. These plans will leave as the main imported parts compressors, motors and switches, all of which are high-value tems which are unlikely to be economic to produce in the Kingdom in the forseeable future.

Although its own integration may soon stop, ARI may draw more of the minor parts it buys from suppliers inside the Kingdom.

Zamil Flastics at present imports the high and low-density polyethylene and other plastics it uses, or buys them from the import operation that the Saudi Basic Industries Corporation has established to give it apperience of the market. In future it is expected that the plastics will be bought from SABIC polyethylene plants or intermediate plastics marks in Juhali Them

plastics plants in Jubail. Then the manufacturing chain from ethane gas to finished plastic product will be complete in Sauth Arabia.

It is also possible that the aluminium fin used in the heat exchangers will one day be bought locally. The Gulf Organisation for Industrial Consulting is studying the possibility of establishing a in plant to take aluminium from the Gulf Aluminium Rolling Mill Com-pany, which is building a factory in Bahrain. This itself is to be supplied by ingots from the Aluminium Bahrain (Alba)

amelter.

In all Zamil Refridgeration calculates that at present its own operations add 45-50 per cent of the value of the airconditions it sells. Goods produced to the serious including duced in the region including those bought from Zamil Plastics add another 10 per cent.
The company's plans for further integration and the regional industrial projects from which it may draw supplies in future will have a fairly

PRE-ENGINEERED STEEL BUILDINGS

Battle for new orders

ALL OF THE pre-engineered steel buildings put up in Saudi Arabia are now produced in the Arabian Peninsula

The market, amounting at present to about 10,000 tonnes a month, is divided between Zamil Steel, wholly owned by the Zamil family in Damman, with about half of the region's production; Kirby Industries, owned by the Alghanims of Kuwait, with a bit under 40 per cent of production, and Saudi Building Systems, a 70-30 Juffali-Butter company in Jed-

dah, with a share of just over 10 per cent.

Each of these companies is now working well below capacity. SBS is at about 67 per cent, and the other two at about 67.50 per cent, and the other two at about 67.50 per cent, and the other two at about 67.50 per cent, and the other two at about 67.50 per cent and the capacity. 40.50 per cent of the capacity
they had during the boom
period of 1982. The companies
as SBS puts it, that the boom
continued so long into 1983.
They put it donwstream

being some way donwstream from the big government con-tracts—much of the work they do is for sub-contractors and to the private sector market

holding up much better than expected. Competition is now so intense that Zamil Steel says it wonders whether it is worth bidding for some contracts. Its competitors are bidding low to gain volume so that their operations as a whole can benefit from econo-

mies of scale.

Certainly there is no chance that anyone could import a pre-engineered steel building and make a profit.

Success

In the balance of payments sense the three companies have given Arabia one of its industrial successes. They are gradually drawing more of their parts from other local manufacturers. SBS takes all its paint and threeless insulation from Saudi fibreglass insulation from Saudi and Kuwaiti producers and it is hoping that in the meduim term it will be able to buy smooth steel bar locally. It is working with other manufac-

working with other manufac-turers on the development of door and window systems.

In the present tough market the company that is thought to be being squeezed hardest is Kirby, which was established in Kuwait in 1977. The company has suffered from frequent changes in its management and high overheads—it has mainhigh overheads—it has main-tained lavish, highly staffed regional offices throughout the Middle East. In these circumstances it was a misake for it to lead prices down, because it has burt itse

competitors.
Further problems for Kirby have come from the company's main Saudi dealer and con-

structor leaving it.

In the next year it may also be damaged by the more rigorous enforcement of the Government's Saudisation legislation. Parts of this require that local companies be given government contracts, even if their bids are 15 per cent above foreigners' bids, and that all contractors draw on local supthe value of their contracts. There is some question as to

whether Kirby will be treated as a local or foreign company in the application of this legisla-The other two companies are reasonably optimistic about

reasonably optimistic about their prespects.

Zamii Steel, which began as a joint venture with the U.S. company, Soulé, in 1978 and became a wholly Saudi company in 1980, has invested much money and effort in gearing itself specifically to Saudi requirements.

physicists at Hull University, It has spent some \$2m on

It has spent some \$2m on Arabianising its original American building. In 1981 its switched all its measurements to the metric system, which SBS has not yet done. It has put an unusually large number of technical people in its provin-cial offices, while cutting the numbers of draughtsmen and engineers is Dammam by using

In the last 12 months it has opened a factory in Dammam for structural steel, which it hopes will be its flagship in three or four years time. Saudi Building Systems ack-nowledges that it is much smaller than its competitors and missed opportunities through arriving late in the market in 1981. While Zamil and Kirby had the advantage

and Kirby had the advantage of being able to install a large capacity and use it all from the beginning, SBS has had to start small and try to finance its expansion from profits.

It has also had the burden of running its own construction of running its own construction operation—Butler originally arrived in the Kingdom as a contracter—though this has recently been run down. The company is beginning to work through six Saudi contractors who will use its products ex-

who will use its products ex-clusively.

New SBS feels that it is "lean and mean and ready to go for expansion." It is hiring staff, increasing inventories and expanding its capacity from 1,000 tonnes to 1,500 tonnes a month. It is hoping this year to ex

Michael Field

البنك السعودى العالمى المحدود Saudi International Bank AL-BANK AL-SAUDI AL-ALAMI LIMITED

BALANCE SHEET AS AT 36 6-1403H - 13-4-1983

Capital & Reserves: SR. 2,900 Million

Deposits: SR 20,464 Million

Total Assets: SH.42,225 Million

Box 5328, Jodek, Tel: 92-947-1888, Tel: 613896 Esstern Geginn: P.C. Box 229, 41-Khoher Riyadh, Tel: 01-404-2689, Tel: 203192 Qualum Arte: P.D. Sox 1388, Springdet Tel: 68-323 Marithura Area: P.O. Box 265 Tabuk, Tel: 55-423-5588, Tel: 581221

Hand Office: P.O. Box 1847; Judgeb, Tel: 82847-4777; Tix: 487257 RYADEX SJ

RIYAD BANK

Offices: London, New York, Tokyo, Nassau.

Shareholders: Saudi Arabian Monetary Agency, National Commercial Bank (Saudi Arabia), Riyad Bank, Morgan Guaraniy Trust Company of New York The Bank of Tokyo, Ltd., Banque Nationale de Paris, Deutsche Bank A.G., National Westminster Bank PLC and Union Bank of Switzerland.

more hospitals. Strategy

The Government Organisation for Social Insurance (Gosi), the Ministry of Labour and Social Affairs, and the public security organisation of the Ministry of organisation of the ministry of the later of the interior, are involved in going out for competitive co-operative hospital projects. ding Because the renegotiate Although the hospitals of conflicted with royal decities different ministries are the contract was nullified. not integrated into a single net-work they do fit into the

in Riyadh and Jeddah, but is

experiencing some financing problems in its plan to build

cities.

The Government is currently finishing its group of large specialised hospitals. The newest of these, the King Khaled Eye Specialist Hospital in Riyadh, has superh facilities but suffers from under utilize. to meet the demand for medical in Riyadh, has superh facilities care angers well for expansion. but suffers from under utilisation. Hospitals such as these Arabia can be divided into four will continue to be built to fulfil Dr al-Ghosaibi's pledge that no Saudi will have to leave the Kingdom for medical treat-

Expansion

Mental health as well as physical health are being treated in the Kingdom's hospitals. For instance, in the summer capital of Taif two 250-bed psychiatric hospitals will be commissioned. One is being built while the other is

being built while the other is the result of expansion of a present facility. Most of the construction activity under the five-year plan is concentrated on smaller 100 and 50 bed hospitals for outlying regions, enabling most Sandis to receive treatment in relative proximity to their homes. The construction of small clinics is also an important element of the push to provide rural medical services. Even though the Government struction programme for the third five-year plan will provide 36 new hospitals with 7,500 beds 36 new hospitals with 7.500 beds and in addition to the hospitals, 1,125 dispensaries and health centres are planned by 1985. The kingdom has a bed to patient ratio of seven beds per 1,000 but intends to raise the standard by 1990 to nine beds per 1,000 per 1,000.

The Ministry of Health, under Dr Ghazi al-Ghosaid, is not the only government organisation building hospitals. The Ministry of Defence and Aviation also provides services through 13

only government organisation building hospitals. The Ministry of Defence and Aviation also provides services through 13 there is considerable activity in hospitals with a capacity of the private market. The Ministry of Health loans 50 per cent the Saudi Arabian National Guard (Sang), also provides health care, particularly to soldiers and their relatives, By 1988 private hospitals should Sang operates 500-bed hospitals account for 10 per cent of the in Rivadh and Jeddah but is total bed capacity in Sandi. total bed capacity in Saudi

> Although most expanditure is on hospital construction, con-siderable sums are also being spent on operations and maintenance contracts, though some slowing down has recently taken place. Whittaker Corporation's U.S.\$14bn contract with Mode was cancelled because it had been renegotiated instead of going out for competitive bid-ding. Because the renegotiation conflicted with royal decree,

Tighter controls on expendiwork they do fit into the Government's basic plan to provide increasing medical care up to and including speciality care. This plan envisages a series of feeder hospitals leading to specialised units in the larger tends to use Far East and hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospital and classings. These schools in the larger tends of expending hospitals and country's doctors eventually assume the larger tends of expending hospitals in the larger tends of expending hospitals and country's doctors eventually assume the larger tends of expending hospital and classing hospital hospital and classing hospital and classing hospital ho

Middle Eastern personnel. The private sector hospitals generally treat expatriates (who will generally have medical employers). They also treat midle-class Saudis. The medical groups working

in Saudi Arabia come from all over the Western world. Danes are involved in medical work in the southern province at in the southern province at Jizan. Britain is represented by International Hospitals Group (IHG). Germans and other Europeans are also represented and the U.S. is represented by American Medical Enterprises and Whittaker and other firms. Sales of equipment and supplies are also large. The six hospitals involved in the Whittaker bid will use approximately \$200m worth of supplies during a threater paried.

a three-year period.

The Saudis are largescale purchasers of over-the-counter-drugs. Pharmecentical sales are around U.S.\$342m to \$400m per year, of which one third is to the private sector. The Ministry of Health controls prices and registration of drugs.

Suppliers

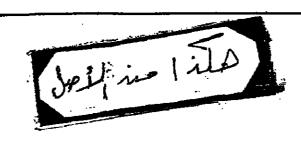
There are also plans to set up local drug manufacturing plants. Saudi Pharmaceutical Industries Corporation (Spic), is planning a factory in Qassim. The venture is capitalised at U.S.\$5.7m. Several of the larger drug retailers have taken interests in the plant which is designed to supply 50 per cent of the Saudi market for soft-drugs.

drugs.

Doctors say that the Sandis will continue to buy speciality drugs overseas. Sple is siming for government supply contracts because the Government has a hige requirement for drugs. After all, it operates over 90 per cent of the hospitals in the Kingdom. The Spic plant will begin producing sometime in 1987.

The kingdom's five medical schools produce more than 150 doctors a year. King Saud University Medical School in Riyadh is part of a massive new campus, with its own teaching hospital and classroom building. ings. These schools train the country's doctors who will eventually assume greater con-trol of the Kingdom's growing per cent and it is Kirby not medical industry.

Finn Barre



عكذا حن التَّعيل

Self-sufficiency targets are being reached sooner than expected

Farm policies yield a rich harvest

THIS MONTH, Saudi Arabia's Forage grass growers can sufficiency in wheat has been remarkable agriculture development has turned an important corner. If preliminary estimates dairy farms, annual yields of question of whether the Kingson of this reads wheat corner has been achieve aminarly impressive reached several uncertainties have arisen, raising the broader dairy farms, annual yields of question of whether the Kingson of this reads wheat corner has been achieve arisen, raising the broader dairy farms, annual yields of question of whether the Kingson of this reads when the same and the same are sufficiently in wheat has been achieve aimilarly impressive reached several uncertainties have a sufficiently in wheat has been achieve aimilarly impressive reached several uncertainties have a sufficiently in the same achieve arisen. remarkable agriculture develop-ment has turned an important corner. If preliminary estimates of this year's wheat crop, now being garnered, are correct, production has almost doubled. The Kingdom has not only be-come self-sufficient somewhat before its planners originally thought likely, but has also created a modest surplus for

The Saudis have also reached the point of exporting aggs (mainly to Kuwait and the United Arab Emirates), and are about halfway to self-sufficiency in milk and chickens

The success of the Government's policies, involving free gifts of large land plots, ex-tremely soft or interest-free loans from the state-owned Saudi Arabian Agricultural Bank and generous subsidies on equipment, seeds, feed and fer-tiliser, has taken the Ministry of Agriculture itself by sur-

This year's estimated wheat production, at 1.3m tonnes, compares with an output of about 740,500 tonnes last year and a meagre 3,000 tonnes as recently as 1975. Egg production leapt by 41 per cent last year to 1.75bn, and the flow of milk from the Kingdom's ultra-mod-ern dairies increased by 15 per cent to 320,096 tonnes.

Output of broiling chickens rose 67 per cent to 137 kg. It could barely keep pace with demand, however—Saudis probably eat more poultry per head these days than anyone else. Wheat is the showpiece, however, mainly because off the the economy away from oil, and Government's undertaking to a boost for the Kingdom's enbuy farmers' output at a guaran-teed price of SR 3.50 per kg, more than five times the world

of a substantial profit for every bushel they grow. Foreign agriculturalists in the Kingdom reckon that Saudi farms are probably the most profitable anywhere in the world.

around five tonnes per hectare, are comparable with those of around five tonnes per hectare, food imports brings, describing are comparable with those of farming as "a most expressive the European Community and means of patriotism."

Total government spending on agriculture is very difficult to estimate, coming as it does from so many different arms of the bureaueracy. In the 1980-85 Development Plan, SR 5bn was allocated in loans and SR 2.5bn in subdise explicition. in subsidies, explicitly to farms, in addition to substantial spending on vital water resources, grain storage and flour milling facilities and municipal development in rural areas,

In all, it is estimated that more than US\$18bn has been invested in farming by the public and private sectors since 1980. Because of this, Saudi Arabia's farms are now among the world's most intensive and technologically-advanced, using the very latest irrigation, cultivation, storage and animal husbandry techniques.

Diversification

So far at least, domestic cost seems to have been no object. In a recent report, the Ministry of Agriculture and Water rec-koned it had saved about SR 3.79bn that would have been spent on imports in the most re-

cent Hijra (Moslem) year. This economic benefit, how-ever, is only a small part of the story, as the ministry freely admits Other gains include pro-gress towards diversification of thusiastic private sector—not to mention such social considerations as reversing the drift to price (last year, imported wheat the big cities seen in the 1980s cost SR 0.68 CIF at Saudi ports). the petrodollars are spread as widely as possible across the population.

Dr Abdul Rahman al-Sheikh,

robably the most profitable ister, is also fond of eiting the nywhere in the world.

Average yields of wheat, at tages which independence from

dairy farms, annual yields of dairy farms, annual yields of dairy farms, annual yields of dairy farm programme is in have been known highly danger of becoming a victim of its own success.

One of the main issues is

One of the main issues is what to do about wheat sur-pluses. This year's over-propluses, This year's over-pro-duction, amounting to about 500,000 tonnes (demand is reckoned to be about 800,000 tonnes, and growing), does not present a great problem, repre-senting a reasonable safety margin against such eventuali-ties as destruction of crops by storms, which are quite frequent around harvest time. If roduction continues to grow and it is a virtual certainty that it will, at a considerable rate— the Kingdom, however, will have a large grain mountain on

The Government, apparently unconcerned, has always said that it will export excess grain although it is not entirely clear whether it intends to ask a market price for its produce or whether it will give it away as aid. Probably, the Kingdom will do both—selling some to fellow-members of the Guif Co-operation Council (GCC) and granting the rest in aid possibly through the United Nations Food and Agriculture Organisation.

its hands.

Nevertheless, it seems doubtful-to say the least-that the ency a costly method of trading gandie world mich to keep in aiding in the long run.

Another option believed to be under discussion is the crea-tion of a bufferstock or stratereserve. This raises possible storage problems. The state-owned grain siles and flour mills organisation, which buys wheat on behalf of the Government, has spent more than SR 2.5bn increasing its storage capacity to about 885,000 Agric tonnes, and there are under-stood to be plans—as yet un-own. approved to boost it further to 1.7m tonnes.

Additional capacity will soon be needed just to keep pace with production; the strain on above levels achieved in North Expansion in Saudi agricul resources last year was apparent not only from the newlystance, to ngures from the bank, some of the three is still going on apparently to foreign observers, who speak farmers' lobby but also from under construction, yielding a contained in North tree is still going on apparently to foreign observers, who speak farmers' lobby but also from under construction, yielding a contained in North tree is still going on apparently to foreign observers, who speak farmers' lobby but also from under construction, yielding a contained in North tree is still going on apparently to foreign observers, who speak farmers' lobby but also from under construction, yielding a contained in North tree is still going on apparently to foreign observers, who speak farmers' lobby but also from under construction, yielding a contained in North tree is still going on apparently to foreign observers, who speak farmers' lobby but also from under construction, yielding a contained in North tree is still going on apparently to foreign observers, who speak farmers' lobby but also from under construction, yielding a contained in North tree, atmosphered water. Town-dwellers pay SR 0.50 per under construction, yielding a contained in North tree, atmosphere water. Town-dwellers pay SR 0.50 per under construction, yielding a contained in North tree, atmosphere water. Town-dwellers pay SR 0.50 per under construction, yielding a contained in North tree, atmosphere water. Town-dwellers pay SR 0.50 per under construction, yielding a contained in North tree water. Town-dwellers pay SR 0.50 per under construction, yielding a contained in North tree water. Town-dwellers pay SR 0.50 per under construction, yielding a contained in North tree water. Town-dwellers pay SR 0.50 per under construction, yielding a contained in North tree water. Town-dwellers pay SR 0.50 per under construction, yielding a contained in North tree water. Town-dwellers pay SR 0.50 per under construction, yielding a contained in



Chicken farming at Riyadh University's faculty of agriculture. The Kingdom exporting eggs and is about halfway to self-sufficiency in chickens The Kingdom is already

FARM Num		UCTION 1982	2-83		
		1982	roduction 1983	Self-suffic 1982	iency % 1983
212	237	82m kg	137m kg	29.5	43
165	172	1.24bn	1.75bp	88	98
22	28	277,122 tonnes	320,096 tonnes	46.6	41
48	101	25 0,000 *tonnes	740,478 tonnes	31*	93
	Num pro 1982 212 165 22	Number of projects 1982 1983 212 237 165 172 22 28	Number of projects 1982 1983 1982 212 237 82m kg 165 172 1.24bn 22 28 277,122 tonnes	Number of projects Production 1982 1983 1982 1983 1982 1983 1982 1983 1982 1983 1982 1983 1982 1983 1982 1983 1982 1983 1982 1983 1983 1983 1983 1983 1983 1983 1983	Number of projects Production Self-suffice 1982 1983 1982 1983 1982 1983 1982 2012 237 82m kg 137m kg 29.5 29.5 2016 165 172 1.24bn 1.75bn 88 22 28 277,122 tonnes 320,096 tonnes 46.6

question,

The real issue revolves around the subsidies, and here the Government looks to be in something of a bind. The proportion of farm expenditure represented by current outlays is growing rapidly, reflecting in part the boom in wheat produc-

If this year's production estimates are correct, merely buy-ing in the crop will cost an awful lot. Many people in the Kingdom are asking themselves how long such largesse can be justified at a time of general budgetary restraint.

farm policy has been so success ful that, like Europe's Common Agricultural Policy, it has developed a momentum of its

any case, a buffer stock is not a intolerable breach of the 24 existing ventures, and curlons-term answer to the surplus Government's promise.

As an indication of the financial pressures which are already occurring, the grain silos organisation had to delay some payments to farmers last year, and no sooner had it finished paying for the 1983 crop than this year's started to roll in. Many observers see a diversi-

fication from wheat into barley, like wheat a good dryland crop, and possibly other grains or oilseeds, as a logical next step. wful lot. Many people in the tingdom are asking themselves tow long such largesse can be ustified at a time of general sudgetary restraint.

Equally, the authorities may indicate difficult to reduce mated to be about 1m tonnes of the strength of the growth of wheat surpluses, as a hogher left step.

Aside from helping to curb the growth of wheat surpluses, this would have the additional advantage of reducing or eliminating subsidised imports of barley for animal feed, estimated to be about 1m tonnes

their handouts significantly. The per year. Integrated

Another area with growth potential is horticulture. This a recent tentative attempt to is already expanding rapidly, reduce the guaranteed wheat and there has been a percept-price from SR 3.5 per kg to SR 2.5 is believed to have been loans to this sector. loans to this sector. According to figures from the bank, some

None the less, horticulture.

unlike the grain industry with its centralised buying policy or dairying with its integrated distribution and processing networks, is dogged by marketing problems. Vegetable distribu-tion is operated on what one foreign farm executive described as " pickup truck marketing" principles, unsuited to turning over large volumes of produce. The development of a major food-processing industry would permit an improve-ment, but this seems some way

A second long-term question mark hangs over all-important water supplies. Broadly speaking, the Kingdom can be divided into two parts as regards its natural water resources; the West and South West which catch some rain, the West in winter and the South West in winter and the South West in early spring and late summer Another proposal, before the respectively—and the arid central and eastern areas.

Farming in the West and South West although fod and summer tariffs aimed at the summe

South West, although fed effec- curbing wasteful consumption.

PROJECTED WATER RESOURCES

(million cubic metres per year)							
Non-renewable	1980 3,450	1985 3,450	1990 3,450	2000 3,450			
Renewable	1,145	1,145	1,145	1,145			
Desalination	63	665	794	1,198			
Reclaimed urban waste	0	140	335	730			
Total resources	4,658	5,340	5,724	6,523			
		Spurce:	Ministry of P	lanning.			

often difficult terrain and a rela-

tively high salt content in the soil.

Saudi Arabia's big intensive farms, from which much of the boom has come, are almost exclusively in the centre of the content and a relatively in the centre of the boom has come, are almost exclusively in the centre of the content and depend for such that a great deal more light will be shed on the prospects by a comprehensive. country, and depend for much of their water on ancient aquifers exploited by wells, often drilled as deep as 1,000

Some of the centre's resources, of course, are replenished, whether by a steady trickle eastwards of rain collected underground in the West or by a soaking down of what rain does fall locally. The fact is that a considerable amount of water used by the big farms—nobody knows exactly how much—is non-renewable. Thus, although there is apparently no major sign of this yet, there are worries that the Kingdom's water table may eventually fall. causing wells to start running

Against this day, new sources of water have been laid on at great expense, such as 22 desali-nation complexes—which are mainly directed at urban needs, but indirectly benefit farmers by freeing wells for their use and plants to re-treat urban sewage water, which appears to be the coming thing.
Other efforts to minimise the

risks include:

Selective bans on drilling

agricultural wells in certain areas, imposed by the ministry from time to time. The ministry says these have a largely technical function, and are not primarily designed to cut water

• It is understood that the next five-year plan, covering 1985-90, will propose that agricultural wells be metered, initially with a view to monitoring water use by individual farms. Officials say that the possibility of mak-ing farmers pay for the water they pump cannot be ruled out, although the implications for farming costs would have to be

The plan is to leave the rate

prospects by a comprehensive "water atlas" being finalised for the ministry by a team of U.S. scientists, Officials say they expect this to be available in six months, and at that point it will be possible to revise pro-

jections for water supply.

Those officials who have seen Those omerais who have seen the report while unwilling to divulge its contents, seem sanguine about the future. One said: "When I was a child, we were constantly told the oil would lest only 30 years. Now would last only 30 years. Now I'm over 40 and it's still flowing. Water is the same.

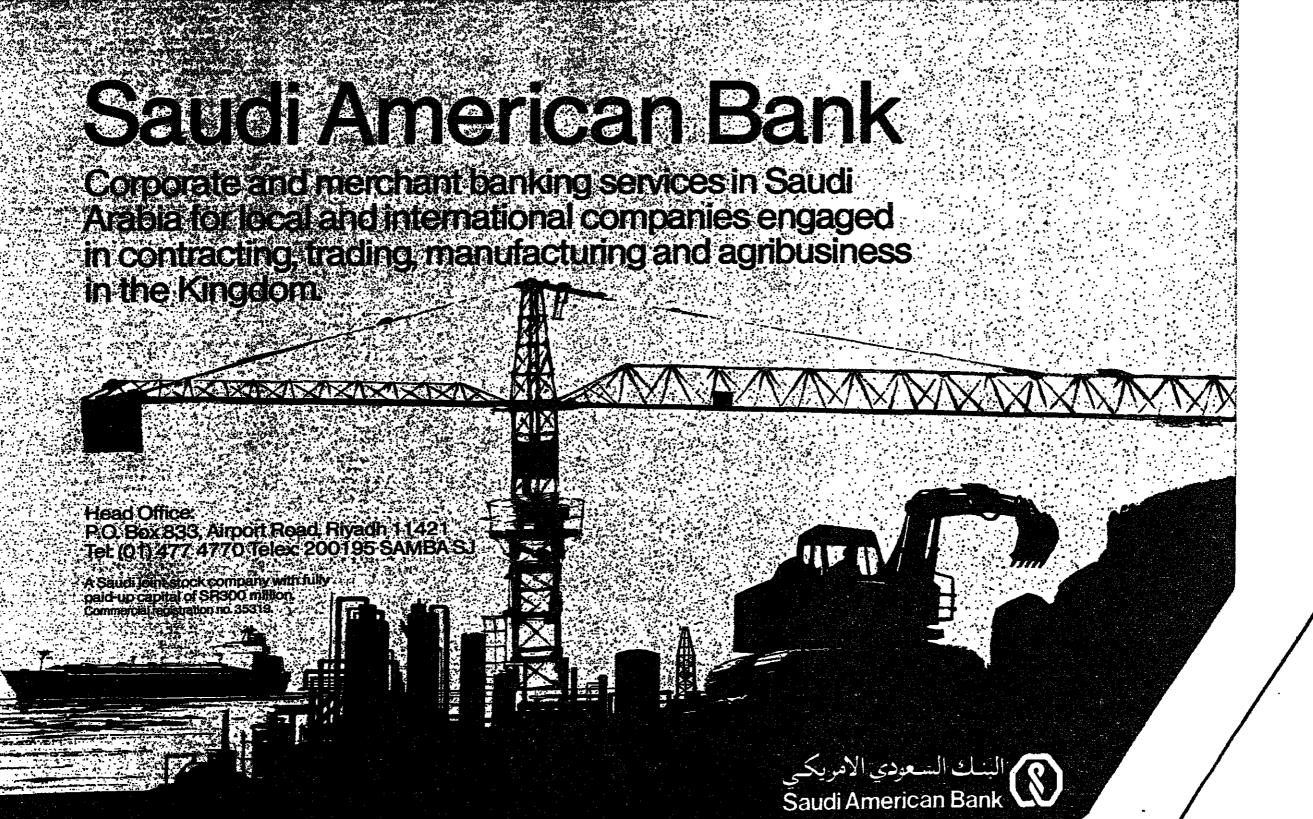
Hostile environment

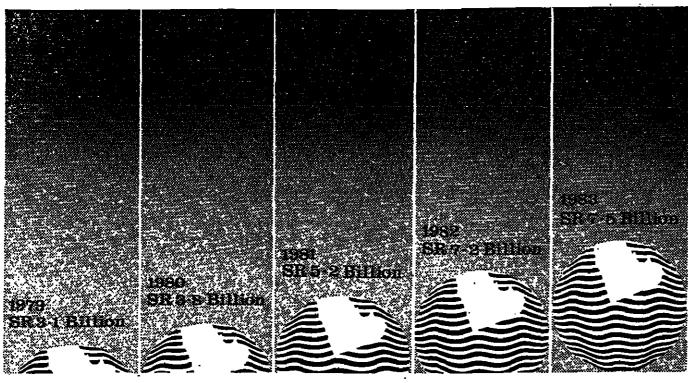
Two things, at least, are certain about agriculture. First, farming in the Kingdom—for all its free enterprise vigour— would not survive without con-siderable state support. Second, the Government still standsfor the moment, at any rate-firmly behind its farmers. Nevertheless, there are signs that the Ministry of Agriculture would like, in line with the spirit of the fourth development plan starting next year, to reduce its role eventually and let the private sector do more of the work. How this is to be accomplished is another

question. The Saudis are proud of their farming achievements, brought about in an extremely hostile environment and with surpris-ingly little initial scientific

knowledge.
They are also extremely sensitive to criticisms that their agriculture is a waste of money. A remark to this effect by Mr John Block, the U.S. Agriculture Secretary, last year met with a sharp rebuff from King Fahd, who vowed to "refute allegations that the Kingdom is not an agricultural country."
In the same vein, Dr Al-Sheikh said last November: those who believe we are throwing away our money in a vain attempt to cultivate the desert rather than use those funds in other things we say:

Welcome to our green desert'." Andrew Gowers





Bank Al-Jazira: The rising bank of Saudi Arabia

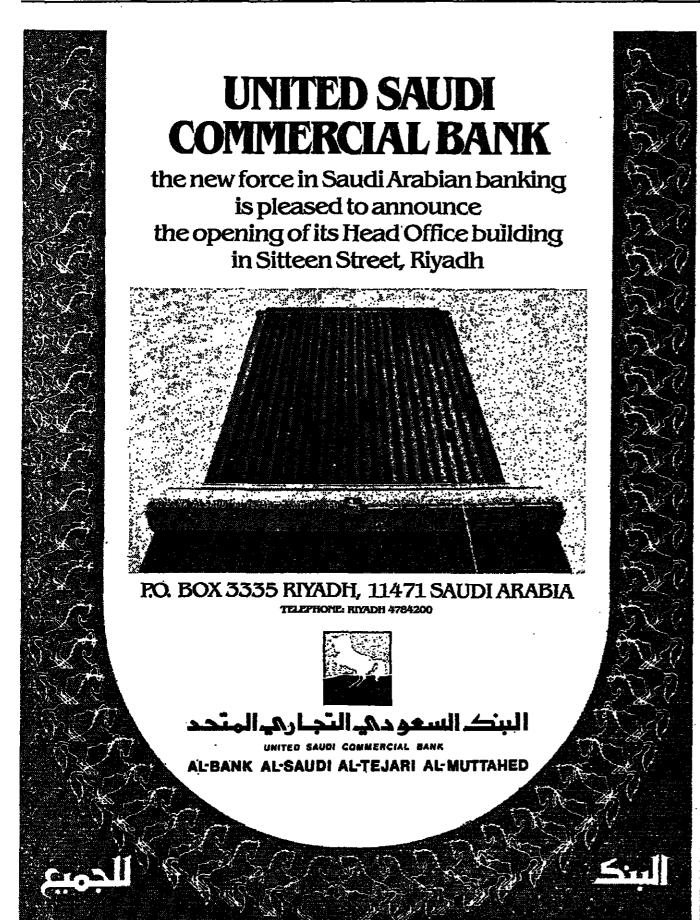
If you're looking for a bank in Saudi Arabia, come to Bank Al-Jazira. As our record shows, you'll be linking yourself with a rising line of success.

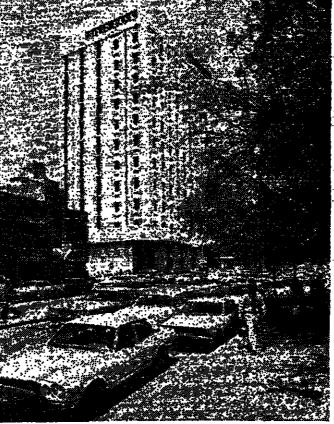
	1979	1980	1981	1982	1983
Equity (Capital & Reserves)	76.15	157.60	219.00	253.00	388.00
Deposits	1,673.00	2,002.00	2,844.00	4,002.00	4,480.00
Loans, Advances etc.	885.00	1,107.00	1,283.00	1,690.00	1,797.00
Balance Sheet Total	3,066.00	3,793.00	5,169.00	7,217.00	7,452.00
Profit	29.88	53.36	86.51	110.58	110.83
Dividend	15%	17%	18%	20%	20%
Branches	8	9	11	17	23
Staff	508	575	632	821	982

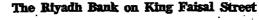
Amounts in S.R. Millions

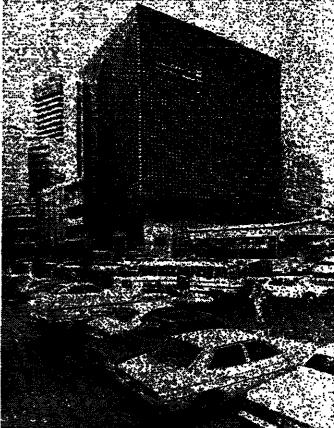


HEAD OFFICE: P.O. Box: 6277, Jeddah, Saudi Arabia. Tel: 631-2289. Telex: 401574 HJAZ SJ. BRANCHES: Jeddah (5 branches): Riyadh (2 branches) Dammam: Makkah: Madinah: Al-Khobar: Abha: Taif: Yanbu: Unaizah: Jubail: Hafr Al Baten: Tabuk: Najran: Gizan: Al-Hafuf: Buraida: Airport Road Riyadh, (10 new branches to be opened).









The head office of the National Commercial Bank

Relative calm in the banking sector masks fundamental changes

Authorities aim to boost commercial lending

AN KERIE calm has descended on Saudi Arabia's banking These include Saudi rival by launching its first financial industry, like the atmosphere in space after a particularly noisy take off and flight. After years of what seemed almost extraterrestrial growth in balance sheet and earnings, the Kingdom's banks are slowly floating back towards earth and life among ordinary mortals.

According to preliminary estimates issued by the Ministry of Finance earlier this month, commercial bank assets expanded by 3.8 per cent in the most recent fiscal year, and deposits grew by 5.3 per cent—rates which would elsewhere seem perfectly normal, but in the Kingdom must be measured against increases in both of more than 20 per cent as recently as two years

The tale told by profits is even National Commercial for the nore revealing. Saudi banks state airline Saudia. more revealing. profitable in the world, but while they are still providing very handsome returns, only one –Saudi-American Bank, part reported an increase in net earnings for 1983 and even then it

cial institution, National Commercial Bank, recorded a fall in profits of 10.5 per cent. Everywhere the talk is of "consolidation," of a period of review and reorientation. The surface calm masks fundamen-

surface caim masks fundamen-tal changes in Saudi banking now getting underway.

Bankers pinpoint several major developments which will continue to squeeze their mar-gins or test their ingenuity and adaptability for the foreseeable future. Most of them have something to do with the general slowdown in the Kingdom's economic growth, and most also indicate an increasing involve-ment in the domestic economy by institutions which, until quite recently, seemed happier sticking to a limited range of retail banking activities, while keeping much of their assets on deposit with other banks outside the country, notably in Bahrain.

Net earnings

to unacceptable levels.

Monetary Agency (SAMA), the Kingdom's central bank, is determined to encourage increased commercial lending to business, which is in line with the emphasis in the fourth development plan, starting next year, on encouraging the private

Last year, according to the Finance Ministry estimates, such lending increased by 18 per cent—a remarkable figure at a time of relatively slow overall balance sheet growth. In the same spirit, there is

also increasing activity by Saudi banks in the Saudi riyal syndication market, focusing mainly on the large state-owner

mainly on the large state-owned corporations.
Saudi Basic Industries Corporation-(SABIC), was the first in the recent flurry, with a SR 686m syndicated loan led by Riyad Bank and signed last large. Then in March of this Corporation (SABIC), was the first in the recent flurry, with a SR 686m syndicated loan led by Riyad Bank and signed last year came SR 973m credit they can provide along with aranged by Riyad Bank and straightforward retail services.

Andrew Gowers

To Saudi banks, meanwhile, from other commercial organic sations, but from the authority or the future looks a great deal services, but from the authority or from other commercial organic more interesting than the past, seven if it is not lined with easy took a long-awaited—some profits.

Andrew Gowers

state airline Saudia.

A steady flow of new busine per cent of the final working capital needs of several large undertaken by SABIC and Petromin, the Government oil marketing company, although it is not clear at this stage how

Details of the first three of these loans, amounting to the equivalent of about \$660m, are

Agency decree

Again, Saudi banks have been actively encouraged by SAMA to become involved in this market. Last eyear, the Agency decreed that foreign banks could not participate in rival syndications without prior per-mission, a move which bankers say has considerably reduced involvement by Bahrain off-shore banking units (OBU's), and left the field clear for the Sandies

Another important changeand a major factor in the profit slowdown—is that banks' overall costs are increasing at a brisk pace. This applies both to administrative expenditure

Bahrain.

The recent reduction in Government spending, the motor of the economy, has caused private companies to turn increasingly to the banks for loans, whether to finance expansion or to tide them over cashflow difficulties.

Either way, this development is likely to have a continuing impact on bank earnings, as it will force them to step up administrative expenditure and expand such relatively new activities as credit risk analysis.

brisk pace. This applies both to administrative expenditure and to the cost of funds. Running and investment costs are being inflated by growing competition between the banks to draw in the still massive amounts of private unbanked liquidity, in what must be one of the wealthiest essentially cash-based economies in the walthiest essentially cash-based economies in the latest published money supply figures, issued by SAMA more than a year ago, currency in chruilation totalled SR 30.42bn in 1982,

According to the latest pub-lished money supply figures, issued by SAMA more than a year ago, currency in circula-tion totalled SR 30.42bn in 1982, or 25 per cent of the broadest Net earnings

Either way, too, it means contral bank does note, howing laded, some bankers worry that in particularly hard hit sectors of the economy, such as 1978, reflecting "the growing the construction industry, banking habit among the banks' lending risks could rise people."

Competition to pull the remainder in involves building more branches and improving and expanding services by investing in new technology and training Saudi staff—all costly activities.

Competition to pull the The company is now planning to set fisself up as a joint stock operation by floating off about 40 per cent of its shares to the public. It is believed that it will then become a kind of instance investment institution distribution distance restricted and control of the company is now planning to set fisself up as a joint stock operation by floating off about 40 per cent of its shares to the public. It is believed that it will then become a kind of instance investment institution distance and control of the company is now planning to set fisself up as a joint stock operation by floating off about 40 per cent of its shares to the public. It is believed that it will then become a kind of investment institution in the company is now planning to set fisself up as a joint stock operation by floating off about 40 per cent of its shares to the public. It is believed that it will then become a kind of investment institution and the company is now planning to set fisself up as a joint stock operation by floating off about 40 per cent of its shares to the public. It is believed that it will then become a kind of the company and the company and the company and the company and the company and the company and the company are cent of its shares to the public and the company are cent of its shares to the company and the company and the company are cent of its shares to the public and the company are cent of its shares to the public and the company are cent of its shares to the company are cent of its shares to the company are cent of its shares to the company and the company are cent of its shares to the company are cent of its shares to the company are cent of its shares to the company are cent of its shares to the company are cent of its shares to the company are cent of its shares to the company are cent of its shares

work is still growing at a rate

Shanghai Banking Corporation dom's largest banks) and the through its British Bank of the sensitive religious questions it maximum of about SR 5hm—sear became the first Saudi ignored.

The most potentially farcomputer link-up, Several others reaching change in Saudi banks outside the Kingdom hardly amount to a networks on line later this way.

At the same time as banks are having to invest heavily in expansion on the ground, they Until quite recently, many Saudi bank customers happfly

out demanding interest. The banks could thus earn them-

in rivals and how much in other ness on the part of hardpressed customers. As a pro-portion of total deposits, demand deposits have now dropped below 50 per cent

SAMA notes that time deposits and other interest. bearing accounts have been gaining steadily as a proportion of money supply since the seffectively interest bearing. So far, however, the Ulema, the kingdom's powerful religious should feel more impact from this trend now, given the low level of overall deposit growth.

Further incertainty, has been more has been remarkaged. level of overall deposit growth.

Further uncertainty has been injected into the industry by the imminent arrivel of a strange new player—the Al Rajhi Company for Currency Exchange and Commerce, up to now the tiggest of the Kingdom's money changers.

These institutions handle a large portion of Saudi current account money as well as pro-

arge portion of Saudi current account money as well as providing foreign exchange drafts for the large expatriate workforce and trading on various foreign markets, notably the commodity exchanges.

In December, 1981, SAMA, horsesfuely conserved.

increasingly concerned at the almost total lack of controls on atmost total lack of controls on their activities (a situation which led the next year to the embarrassing and costly col-lapse of one of their number), ordered the money changers to wind up their deposit taking activities within three years.

Islamic bank

The Al Rajhi Company for Currency Exchange and Commerce, however, declared that it wanted to become an Islamic bank—a phenomenon hitherto unknown in the Kingdom and was promised a licence by the central bank.

ctivates.

Islamic investment institution,
The Kingdom's branch net damning interest payments and using customers' money to buy

work is still growing at a rate using customers' money to buy of more than 20 per cent a year with the Saudi-ised foreign banks expanding particularly such sanks expanding particularly such such a special such as s

SAMA officials describe it as

Test attitudes

Some foreign observers being a financial experiment, as an attempt to test religious attitudes to payment of interest by Government.

from over 60 per cent in 1980. ful to structure the tender as

Banks' response to the SAMA move has been mixed. There is much grumbling that the interest rate on offer is lower than equivalent (three monits) interbank rates — which the central bank counters by point in our the exceptional security it offers. It also sees keeping the yields on the tenders down as a vital signal to the market on interest rates in general.

There are also complaints in some quarters about pressure from SAMA to take part in the tenders as a result of poor initial subscriptions. The authority insists that the banks are free to take the offer or leave it leave it,

But, as one foreign experi pointed out, even if it is apply-

pointed out, even if it is applying some coercion, SAMA is only acting like other central banks the world over, including the oldest of them all.

Another possible effect of SAMA's policy could be to attract riyals back into the Kingdom from Bahrain. For this reason, reaction to the move in Manama seems to have been much stronger than in been much stronger than in Riyad or Jeddah; bankers there see it as a part of the same Saudi conspiracy against them that gave rise to the restraints

that gave rise to the restraints on offshore participation in riyal syndications and the withholding tax on interest payments to foreign lenders.

Soundings among Saudi bankers and offscials suggest that this may be an overreaction. The Kingdom has certainly made it plain enough that it does not want to see the riyal becoming greatly internationalised—out of a desire to be monetary master in its own be monetary master in its own house—and officials express satisfaction that Saudi banks' foreign assets are not expanding any more as a proportion of

their total assets,
But the weekly tenders, which

'Growing need' for a more sophisticated financial system

"THERE'S A tremendous per cent of the corporation is savings base here waiting to be to be privatised, although the invested," says Dr Abdulaziz Dukheil, a leading Saudi financier and former Deputs.

Other relationship of the corporation is may offer up to 40 per cent of its SR 750m capital, while NIC wants to sell 60 per cent of its SR 600m equity to the public. invested," says Dr Abdulzziz authorities have not set any precise timetable.

Dukheil, a leading Saudi financier and former Deputy Finance Minister. "The lack is in institutions and instruments."

With these words, he sums up the central dilemma facing the Saudi government as it tries to boost the role of the private sector: how to harness Saudi Arabia's enormous available private capital to the Kingdom's economic development, and in particular how to marry it with suitable and viable investment opportunities.

Dr Dukheil's Rlyadh-based Consulting Centre for Finance and Investment was set up in 1979 to provide professional consultancy services on just those problems, and its business is beginning to take off. "The more the conversion."

The more the economy develops," he says, warming to his argument, "the more the conversion."

Authorities have not set any precise timetable.

Of the state companies which have not set any precise timetable.

Other state companies which have not set any precise timetable.

Other state companies which have gone the same way and are now publicly quoted include controlled pace — is central to the Government's strategy. The national archives such as the Saudi Public. Transport Company and the sector that a sedate and to controlled pace — is central to the Government's strategy. The national archives panies. But these rely heavily on government subsidies, both for operations, and for the health of their share prices, towards the establishment of some kind of official stock market at all but all its actions, piece meal as they are appear to point that way. It is understructed by the Government way and controlled pace — is central to the Government's strategy. The authorities believe that many more shares, in a much greater towards the establishment of some kind of official stock market at lour strategies on a fixed interest bonds than equities.

In the future, candidates for point that way. It is understructed by the Government way at a set of a state of the controlled pace — is centr

1979 to provide professional consultancy services on just those problems, and its business is beginning to take off. "The more the economy develops," he says, warming to his argument, "the more the need arises for a sophisticated financial system. Financing will move beyond the private or move beyond the private or family sphere. It must move towards an institutional system.

The signs are that the authorities broadly share his views The theme is underlined almost as often as a senior Government figure talks publicly about the economy; at a time of depressed national revenue, the need is all the more urgent to boost non-oil industries, and this can only be achieved with the active involvement of private capital. In short, the Government, whose lavish expenditure has been the driving force behind Saudi de-velopment since the oil price explosion, now wants to step back and let others do some of the work.

How it proposes to proceed

will no doubt be set out in some detail in the Kingdom's fourth five-year plan, which applies from next year. There is every indication that it will continue to tread exceedingly warily, so until that easerly awaited docu-ment is published, discussion of the future will have to rely heavily on straws in the wind.

Trial run

í f

One straw pointing decisively in the right direction is the sale to private shareholders of state-owned corporations. The sale earlier this year of shares in Saudi Basic Industries Corporation (SABIC) the state company which is responsible for plants.

Saudi Arabia's major new in any case, the Government petro-chemicals industry, was a is likely to move duite slowly were issued at a nominal value investor who bids for a small trial run and it proved a run from now on in its floigiton pro
of SR100, their prices, quoted number of agricultura as possible. This has been the case with the two SABIC issues, Although most of the shares which give preference to the were issued at a nominal value investor who bids for a small number of shares. When the sale

In all, SR 3.7bn was raised, more. according to Mr Abdul Aziz This is largely because at Al-Zamil, the Industry Minister least two private companies are and SABIC's chairman — "a also planning big share offermeasure," as he puts it, "of liquidity in the Saudi private Raihi Company for Currency Exchange and Commence the

Flushed with the popularity of the first issue, the Govern-ment is now selling a further 10 per cent of SABIC's capital

Conversion.

Corporation tries of Finance and Commerce,

LEADING SAUDI ARABIA STOCKS

	id over
(recent t	rading range
BANKS	(in SR)
Bank Al-Jazira	650-690
Saudi American	1,000-1,020
Saudi British	620-690
Saudi Hollandi	690-715
Saudi Al-Fransi	. 970-1.000
Saudi Cario	. 690-716
	6,500-67,5 0 0
Arab National	7 200 T 800 T
. United Sandi	1,300-1,330
Commercial	P1P 700
	515-530
Saudi Investment	205 070 1
Banking Corp	350-370
CEMENT	-
Arab Cement	1,200-1,350
Saudi Dammam	1,320-1,350
Saudi Bahraini	190-195
Saudi Kuwaiti	195-200
Qassim_	270-280
Southern Cement	265-275
Yanbu	200-220
Saudi Yamami	3,400-3,500
UTILITIES	
Central Elec. Co.	195-205
	·

Arabian American Oil Company in detail. (Aramco).

subsidy in carrying out the ex-pensive process of seawater desalination at its 22 coastal

Exchange and Commerce, the money changer which is becom-ing a joint-stock Islamic bank, and the National Industrialisa-10 per cent of SABIC's capital and the signs are that this offering will also be heavily over-subscribed. Eventually, 75 with foreign partners. Al Rajhi

ge of share price in SR)	
Western Elec. Co.	201-207
Eastern Elec. Co.	195-205
MISCELLANEOUS	
Saudi Ceramics Co.	185-190
Saudi Edible and	
_ Vegetable Oil	215-225
Saudi Fisheries	440-44 5
Saudi Fertilisers	750-770
Saudi National	
Shipping	110-115
Saudi Livestock	170-180
Sandi Real Estate	330-84 0
Saudi National	
Gyp sum	460-48 0
Saudi Hotels and	
Resource	135-1 40
National Gas	
Industries Co.	222-227
Saudi Public	
Transport Co.	160-165
SAS Company	70-75
Hall Agricultural Co	
Nadec Ag. Co.	270-285
Tabuk Ag. Co.	150-155

(SWCC) and even possibly the is currently studying the issue Aramco). At present, about 56 different There are considerable doubts titles are unofficially traded by

There are considerable doubts within the private sector itself whether, on their own, shares in some of these companies will be so; some little more than prove attractive propositions. Saudia, for instance, is known to make losses, and the SWCC is heavily dependent on state which is a family owned concern. which is a family owned concern, eight cement companies and a

signalled its disapproval of the unofficial stockbrokers. A year ago, King Fahd decreed that only Saudi banks would be allowed to act as share brokers. Before that ruling can be implemented, however, the banks need to equip themselves for what will be an entirely new line of business. As a first step, they are currently setting up a com-mercial company which will

Each bank has chipped in with SR 1m giving the company initial capital of SR11m. When it gets going, it will for a fee, maintain share registers for the Kingdom's joint stock companies; in addition, it seems it will 'act unofficially as the "eyes" of the authorities in the market.

Officials say the authorities' caution on establishing a proper stock market stems from two main factors. The most obvious and often-remarked is Kuwait's Souk al Manakh trauma, in which the country's unofficial and unregulated stock market collapsed after huge specula-tion, leaving behind a mountain of post-dated cheques with a face value of US\$ 90bn.

At the very least, that has rammed home to the Saudis the need to plan any stock market extremely carefully. There are signs that in some official quarters, the reaction goes further than that. "The lesson of Souk al Manakh is not that we should be scared of a stock market," said one prominent Saudi inves-tor, a trifle impatiently. "The lesson is that we should speed up the creation of a well-organised market."

In any case, say people of this school, the Knwaiti experience has limited relevance for Saudi Arabia, given that post-dated cheques are illegal in the King-

Perhaps more telling overall is the Government's concern at what it sees as excessively concentrated share ownership in Saudi Arabia. Those who are familiar with the unofficial mar-ket say that only a very small percentage of shares actually changes hands on a regular basis, reflecting the fact that the bulk is tightly held by a few people—exactly how few, nopeople—exactly body yet knows.

According to diplomats and bankers in the Kingdom, this offends the Saudi rulers' political inclination towards the small man. The Finance Minister, Mr Mohammed Aba Al Khail, has stated explicitly that the Government wants to ensure that all Saudi citizens have access to share trading.

Preference

New issue rules often require distribution of shares as widely as possible. This has been the case with the two SABIC issues, away success, at least within gramme for real of the Kingdom.

By the time subscriptions closed in early February, Saudi thereby dampening investors had put up enough enthusiasm. Some observers behids for the 1.8m shares of lieve that after the additional 10 be substantially more than SRI,000 nominal value each, per cent of SARIC has been representing 18 per cent of disposed of, no further major representing 18 per cent of substantially more than five representing 18 per cent of substantially more than five representing 18 per cent of substantially more than five representing 18 per cent of substantially more than five is extremely informal; there is authorities ensured that equities tailly no co-ordinated attempt to regulation and there is certainly no co-ordinated attempt to the five distributed among no fewer than 400,000 individuals, giving it probably the largest number of shareholders in the

Nevertheless. Government's best efforts, big operators are still believed to be building up huge holdings simply by buying out small shareholders at a hefty pre-

Thus, it seems that the next move towards the creation of an official market—which would presumably consist of giving banks the green light to start broking—will have to wait until the Government is confident that shareholdings are sufficiently diversified and there is enough freely available equity in the market to prevent overheating.
Optimists like Dr Dukheil reckon there could be some kind of official market in two years, probably based closely on the West German or Swiss models in which a fairly small circle of banks under tight supervision of monetary authori-

ties, have the market virtually to themselves. Others think the jury is still out on the issue. But a stock market is not all that is needed if private capital is to take a leading role in Saudi Arabia's development. There will also be a need for commercial institutions spec-ialised in medium and long term lending. At present, since Saudi Investment Banking Corporation became a straightforward wholesale bank, there is not a single one. In effect, the longest-maturity commercial loans to be obtained in riyals

are syndicated credits.

The central problem in developing commercial institutions in this area is the continuing large involvement of Government. Commercial banks cannot commercial banks Government. Commercial banks simply cannot compete with the soft terms offered by the state's various specialised lending bodies, such as the Saudi Arabian Agricultural Bank, or the Real Estate Development

So, assuming that Saudis wish so, assuming that saudis wish
to invest at home—and on the
evidence so far it would seem
they do—there appear to be two
main obstacles to the mobilisation of this vast pool of private capital: first, the Kingdom's relatively unsophisticated finanrelatively unsophisticated financial market, and second, the heavy hand of Government.

The second obstacle cannot, for all sorts of political and financial reasons, be removed in a hurry. But when it is, Dr Dukhell, for one, is convinced that businessmen will adapt:

"The private sector will read the signs very quickly. Those

the signs very quickly. Those that cannot adapt will be swept out of the market." Andrew Gowers

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Finn Barre on the introduction of the '30 per cent rule'

Strict enforcement planned

started dominating the con-struction industry, Saudi wags announced. joked about the newcomers' self-sufficiency. The Koreans performed entire contracts inhouse. The wags claimed the Koreans brought all their supplies from Korea, including their food. Then, the joke goes, they sent everything back, they sent everything including the leftovers.

Western contractors were rumoured to be little better. Saudi businessmen bitterly resented companies that pur-chased their machinery and goods overseas, depriving Saudi of commissions and

Saudi businessmen voiced their complaints at a 1983 meeting in Dharan when they met Ministry of Commerce officials, including

an American company.

Director

P.O. Box 41776

GAMA

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and other health-care professionals have been recruited

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The following are key GAMA contact addresses:

has gained a thorough knowledge of Middle East

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GAMA International Ltd 6 Duke of York Street

Telex: 8953762 Gamauk G

the Minister, Mr Suleiman al cent rule was on the way but 30 per cent rule but their arguments. Solaim. Soon afterwards the when Deputy Minister of Comments have gone unheeded.

30 per cent rule was merce Dr Abdul Rahman al. It is easier to define the

The rule requires all non-Saudi contractors on Govern-ment jobs to assign Saudi contractors at least 30 per cent of the work in their contracts. Contractors are also prohibited from importing machinery unless previously owned and used by them. Otherwise it must be purchased from a

Saudi agent. Additionally, contractors are required to use local transport for goods and personnel unless they are in-house transport capability. Contractors are also required to use Saudi insurance firms and banking services and rent Saudi-owned property. Catering for workers is also supposed to be provided by a Saudi firm. Contractors knew the 30 per

Zamil announced the decree many sounded draconian. After the announcement, months bassed before the Government issued any clarifications. Contractors were particularly eager to learn what constituted a Saudi-owned company and what a foreign

Directives

The rule had precursors. The Government frequently issued oft-ignored directives that more chased and that Saudi participa-ton in contracts should be encouraged. Some forward-lookencouraged. Some forward-took-ing operators such as Aramco and the U.S. army corps of engineers had already taken steps to ensure Saudis received a share of their projects. Many however, felt that the extra cost paid for some Saudi materials and machinery made local purchase undesirable. In other instances nationalistic con-siderations dictated purchase of

None of those reasons satisfied Saudi Government officials. A lot of time and money had been invested in early industrialisation and the Government was not prepared to see the local cement, brick and other building material manufacturers going out of business during hard times. A Council of Ministers ruling was passed in 1974 which required purchase of Saudi-produced materials.

As Mr Suleiman Al Solaim has explained, shortages of building materials were common in the mid-1970s, which meant that the Government afford a laid-back de. When it became Obvious that a construction slowdown was in progress the 1974 council ruling was recalled and regulation was the basis for the 30 per cent rule.

The rules, now clarified by the Ministry of Finance defines non-Saudi companies as those which have less than 51 per cent Saudi participation in the

It also applies to temporary companies have argued that a ment investigators will hunt for 30 per cent participation by a phantom Saudi firms which are

Saudi-owned sub-contractor. That company must be 100 per cent Saudi-owned. Only 100 per cent Saudi-owned companies qualify for the 30 per cent of

According to the Ministry of

the projects.

Finance statement, materials must be manufactured by 100 per cent Saudi firms to qualify technically as a Saudi vendor-contractor for the 30 per cent. The contractors say that many Saudi-produced products are not made by 100 per cent Saudi firms because most of the industrial companies are joint Area ventures. The point needs clarification because contractors ventures. plan to use purchase of local materials as part of their strategy to comply with the 30 per cent regulations. Most companies that have en-

countered the 30 per cent rule made difficult by nomadic are still unsure what form it and illegal immigrants). will take when enforced. No government-wide enforcement mechanism has been established and the various Ministries differ in their inter-pretations. Uncertainty is increased because no big contracts have been awarded since the rule was announced.

Company approaches to the 30 per cent rule are going to be cautious. Bookkeeping will become more important because costs of bank transactions or other services that are acquired from Saudi firms can be counted against the 30 per cent. Since consultancy fees can be counted against the 30 per cent, commis sions and consulting fees may start appearing as components of blds instead of being buried in statistics. Some industry agreements may be altered to permit the Saudi partner to function as the sub-contractor rather than joint venture

The Government however has announced that it will diligently hunt down evasion. It also expects Saudi firms to func tion as the first line of whistleregulations were imports blowers. Before the present machinery imports were required to be delivered to a Saudi firm's address. What happened was that contractors partnerships between Saudi paid a Saudi to supply an and foreign companies that address. In that way they have been formed to carry out avoided the law. In the case of specific projects. Some foreign the 30 per cent rule the Govern-



Green background with, in white, the script "There is no God but Allah, and Mohammed is the Messenger of God" and, underneath, a white sword (symbolising war waged for the sake of Islam).

At least 2,149,690 sq km some boundaries/areas are (some bou Population

Recent estimates between 8-9m (census taking is made difficult by nomadic sector

Jeddah and region. In the summer (April-October) temperature range 18 deg C-38 deg C; humidity 90 per cent plus. December-January, 18 deg C is normal (extremes recorded: high 47 deg C, low 9 deg C). Dhahran and region: similar but summer maximum may reach 43 deg C. November March temperatures slightly lower and spasmodic thunderstorms occur.

Riyadh and region: summer temperatures can reach 50 deg C but during December-January night-time tempera-tures may even fail to near freezing point. Thunderstorms can occur between November and March. Dust storms can be troublesome May-September.

Rainfall: Riyadh - January-May average annual rainfall around 85 mm; Jeddah November-January 60 deg C-65

Some inland areas may receive virtually no rainfall.
There are no permanent rivers but in south-western regions eg Asir, annual rainfall of around 100 mm supplies deep "wadis" and vegetation.

GMT + 3. Language

Entry requirements Passport, required by all except pilgrims (with passes) and cer-tain seamen. (Unexpired duration of passport must be at least six months beyond planned

Visa: required by all except nationals of certain neighbour-Prohibited entry: nationals, visa-

those with evidence of travel in Israel; certain Yemenis. entry requirements, particularly visa regulations are subject to periodic modifica-

Mandatory: yellow fever within six days of visiting infected

Advisable: anti-malaria in certain areas (but generally not in cities). Banks

Main centre: Jeddah Head offices: Al Bank Al Saudi Alami, Al Bank Al Saudi Al-Fransi, Al Bank Al Saudi Al Hollandi, Bank Al Jazira, Islamic Development Bank, National Commercial Bank, Riyad Bank, Saudi American Bank, Saudi Cairo Bank, Saudi Arabian Monetary Agency. Also: (HQ: Riyadh): Saudi British Bank, Saudi Investment Banking Corp., Arab National Bank_

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founded by Mahsoun Bahjat Jalal. The U.S.\$171m

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Ministry of Planning, Riyadh.
Useful business addresses
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telex: 401049)

Ministry of information

PETROMIN (General Petroleum and Mineral Organisation)
PO Box '757; Riyadh (tel: 4761113/33; telex: 201490).

Rivadh Chamber of Commerce and Industry, PO Box 596 (tel:

SABIC (Saudi Basic Industries Corp), PO Box 5101, Riyadh (tel: 4769700/4769828; telex:

(tel: 4033200). (Note: correspondence government departments

1700-1900 (Sat-Wed) 8.30-11.30

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telex: 401069)...-

(Riyadh (tel: 4025500/4025512; telex: 200186).

4040044; telex: 201054). . . Royal Commission for Jubail and Yanbu, PO Box 5964.

201177). Saudi Industrial Development Fund, PO Box 4143, Riyadh

Rivadh is simply sent to the Ministry concerned, no further address, eg. PO Box number, is

rally in the range: Yemenis, over im; Egyptians 150,000; Pakistants 100,000; South Koreans 20,000; plus Europeans Embassies in capital Afghanistan, Algeria, Argentina, Australia, Australia, Bahrain, Bangladesh, Belgium,

Estimates vary but are gene-

Immigrant workers

Brazil, Cameroon Chad, Denmark -Diffourti Ethiopia, Finland, France, Gabon, Gambia, German FR Ghana, Greece, Guinea, India, Indonesia, Iraq, Ireland, Italy, Japan, Jordan, Kenya, Rep of Korea, Kuwait, Lebanon, Libya, Malaysia, Mali, Mauritania, Morocco, Nepal, Netherlands, Niger, Nigeria, Norway, Oman, Pakistan, Philippines, Qatar, Senegal, Sierra Leone, Somalia, Spain, Sudan, Sweden, Switzerland, Swiz, Taiwan, Thailand, Tunisia, Tunkey, Uganda, UAE, UK. USA, Upper Volta, Uruguay, Venezuela, Yemen AR, Yemen PDR, Zambia. International headquarters Islamic Development Bank PO Box 5925, Jeddah (tel: 6483994/5; elex: 401137/401407) Organisation of the Islamic Con-

Secretariat-General Kilo 6. Mecca Road PO Box 178, Jeddah. Membership of International

organisations
GATT, HAO, DAI, OAPEC,
OPEC, UN, WHO, Arab Fund
for Economic and Social Development, Arab League, Gulf Cooperation Council, Islamic Conference, Islamic Development

Internal travel Air: comprehensive domestic service operated by Saudia; total of 22 sirports. Road: 21,585 km highways and

asphalted roads (1981); further 24,200 km rural roads. Bus: coach services under development eg Dhahran-Damman; Mecca-Riyadh.
Rail: three classes; air-conditioning and refreshments available. Diesel rail care twice-

able. Diesel rail cars, twicedaily in each direction, link Damman and Riyadh (via: Abgaiq, Al Hofuf, Ain Haradh, Al Kharj). Journey time guide: seven hours. Broadcasting

Radio: national service in Arabic and English; external service in numerous languages; Aramco operates an English-Television: state service gives

8 hours/day regional coverage; some areas also receive external television transmissions. Have yellow number plates; generally considered advisable to ascertain official fare before-

Car hire International or foreign licence to be presented to authorities drive).

forecable and claims against insurer are settled informally, Source: World of Information's Middle East Review

First test for offset system

FOREIGN COMPANIES winning large scale contracts in faced with increasing pres-sure to reach offset agree ments under which part of the work will be undertaken local suppliers.

The strategy is being pioneered in the negotiations for the award of the U.S.\$3.94on command and control system for AWACS surveillance, aircraft. Under the contract, the successful bidder will be required to invest \$525m in joint ventures

invest \$525m in joint ventures with Saudi companies.
Three team of U.S. companies are competing for the U.S. Federal Military Sales Office-administered contract; Boeing and Westinghouse; ITT and Litten; and Hughes and Collins.

and collins.

The offset programme is designed both to invest more money in the economy and to encourage the transfer of technology know-how. Consequently, the Government frowns on labour-intensive operations, but approves projects in the mining, food processing, chemicals and manufacturing fields.

Expertise

The successful American company will have to invest 50 per cent of the money in ventures and supply management, advanced technology,

ment, advanced technology, and marketing expertise.
Once the Offset Committee, composed of the Ministry of Commerce, Finance, Planning, Industry and Electricity, and Defence, approves the project and Saudi partners, funds will be raised by government loans and floating shares. Up to 50 per cent of capitalisation will be provided by organisations such as the Sandi Industrial Development Fund (SDDF).

Although the Government

Although the Government is providing incentives, it makes clear that it will not guarantee the joint ventures. Officials expect, however, that the joint ventures will be profitable.

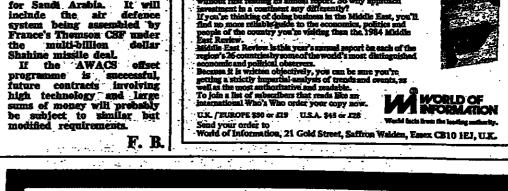
Although offset require-ments are new in the King-dom, the Saudis stress that regulations throughout developing world.
The Command, Control.

Communications and Intelli-gence Systems (C31) provides an ideal test-bed for the offset programme. The AWACS C31 is expensive and it is too far advanced for local firms to tackle.

The main difficulty for the U.S. companies in the offset programme is identifying areas for profitable joint

One firm expected to play a role in the offset joint ventures is the National Industrialisation Company

Before going to the Middle East. **look at the Annual Report.**





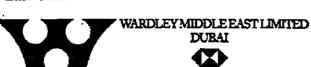
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leading merchant bank. As part of Wardley Limited, a leading force in Asian corporate banking, and a wholly owned subsidiary of the Hongkong Bank Group, with assets in excess of US\$58 billion, we have the essential resources to back our customers.

And with over 90 years experience of finance in the Middle East to draw on, we know how to help

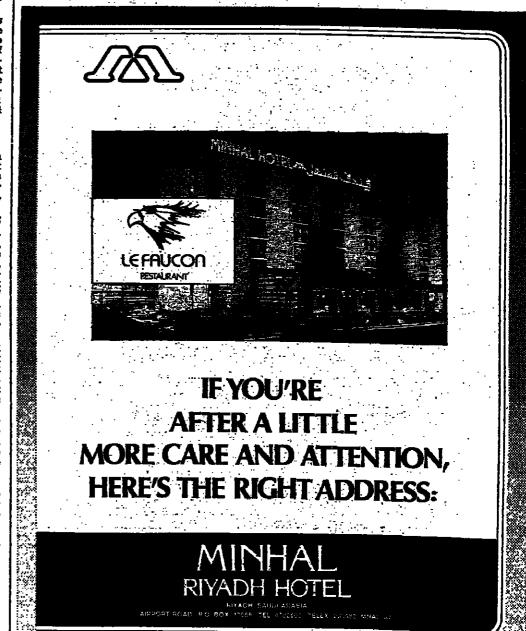
them best in this area.

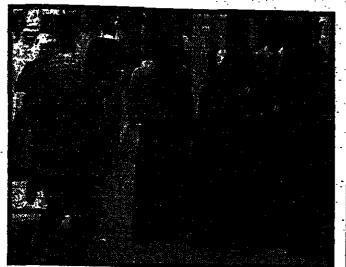
When you come to do business in the Middle East, contact us at our head office in Dubai, or through any of the branches of the British Bank of the Middle East.



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In Saudi Arabia, relatively few women are seen outside the

A woman in a man's world

I HAD prepared myself for just about anything. I had packed flowing black garments to cover all bits of my anatomy and dress. I had bought a new edition of War and Peace to fill in the long evenings and picked up \$500 in travellers cheques for

In the end, I need only have bothered about War and Peace. A Western woman visiting Saudi Arabia will be pleasantly surprised to find that she will be treated very similarly to her male col-leagues, if not better.

So few women are seen outside the home that the entrance of a woman into a Saudi resturant or office is an occasion for all the men present. But the looks you will attract will not be lascivious, but respectful, verging on awe. It's great for the ego. There are a few things to keep in mind, however. As only men hold jobs in Saudi Arabia, you won't find any women's loos in the offices you visit. As a result, never go into an hotel or a friend's

Women can't drive in Saudi Arabia and in general aren't supposed to ride in cars with men who are not their husbands. As my husband was in London, I broke this rule daily. I was never think this taboo is loosening.
It is important to carry your passport and other doc passport and other documents with you, however, when you are driving about with other

the use of its facilities.

foreigners.
When visiting the gold

) (*)

shopping centres, it wouldn't hurt to wear a black garment or seart to cover your shoulders and head. The Sandi women wear black yells pulled tightly over their heads and tucked under their

as they appeared to be.

dom's oil exports.

oasis, which is about half Shia.

subversive radio propaganda to Arabia; there is even a televi-

Three years ago the broad-

casts commanded much atten-tion, because Iran was felt to be

a truly Islamic regime which would restore the Muslim world

to its lost glory. Now the bru-tality of the revolution has caused it to lose much of its

"The problem of the Shias,"

remarked a very able and sympathetic Saudi somewhat opti-

a matter of civil rights rather than politics." He went on to suggest that if the Shias were

treated with respect and if a

real effort was made to develop Qatif—as should have happened

long ago given the make up of the population—they would have much the same attitude to

the regime as other Sandis

mistically earlier this month

allure.

Iran continues to broadcast

chins, in addition to the robes.

I didn't follow suit for fear of losing my way under the black cioth. The souk I visited was patrolled by an elderly member of the religious police who ignored me and the other western

romen nearby.
You will often find yourself cating on your own, behind a screen, if your guests invite you to a staff canteen. I convinced by hosts to join me behind the screens and found we all received better service as a result. The screen business disappears outside Riyadh, as do the problems about driving in the front seat with a husband.

I couldn't help querying a young Saudi woman who sat next to me on an internal flight whether she minded might whether she minded wearing the robes and dealing with all the restrictions. She smiled and said: "I have two reactions. One says it is more comfortable not to bother about my looks when I go out. I can just do my shopping is necess."

ping in peace.
"The other says, I know this cannot last. As more girls go to university and want to have jobs, I think things will change. If we want to be a modern country, they will have to." For a western woman, the

time is ripe to visit Saudi

FOUR peaceful years have separate the sects concern the FOUR peaceful years have passed since the riots which shook the oasis of Qatif in November 1979 and February 1980. The violence involved members of the schismatic and mystical Shia sect of Islam, who mystical Shia sect of Islam, who whereas Sunni ulema are number about 300,000 in Saudi simply learned men, the Shia Arabia and make up 30 per cent of the population of the Eastern Province.

For both the Sandie and shook the oasis of the passed since the sects concern the succession to the Caliphate after the death of the Prophet in the succession to the Caliphate after the death of the Prophet in the which the Shias give to their ulema — religious leaders. Whereas Sunni ulema are divines have a spiritual authority. They are regarded as being closer to God than ordered. being closer to God than ordinary mortals.

. For both the Saudis and the world outside the riots were disturbing. The first outbreak coincided with the famous occupation of the Grand Mosque of sects are matters of the Shias' Mecca by Juhayman Mohammad al Otaibi, and, like that episode and the minor riots and demon-strations that had occurred in rituals and outlook on the world, which reflect their history as an oppressed minority. Shiism emphasises the messianic and Bahrain since the Iranian revo-kution of February 1979, it showed that the Arabian oil pathetic aspects of religion.
According to one of their own number, its adherents can be "a miserable self-pitying" states might not be as stable

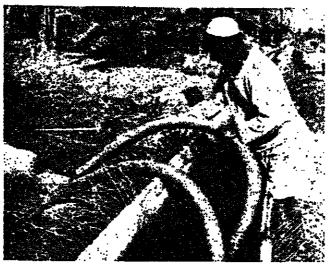
In particular, the Shias seemed to pose the threat of sabotage to Saudi oil installations. They provide more than a third of the workers employed in oil production. The oasis of Qatif, Seihat and Safwa, which is entirely Shia and has a population of some 150,000, extends half-way across the neck of the Ras Tanura peninsula, through Where their rituals are tolerated, in Iraq and Bahrain, during the month of Moharram they hold processions and per-form plays which celebrate the tragic and bloody martyrdom of their early saints. Gory pro-cessions of chest beaters and back flagellants troop chanting through the streets.

Ras Tanura peninsula, through which pass most of the King-Most Muslims regard these processions merely as bizarre curiosities. The Sunn inhabitants of the Eastern Province, who come originally from central Arabla, mix easily with Ships Ships and Ships and Ships are supported to the Ships and the Ships are supported to the Ships are supported to the Ships are supported to the Ships are supported to the Ships are supported to the Ships are supported to the Ships are supported to the Ships are supported to the Ships are supported to the supported Since the riots subsided there seem to have been no political incidents—either in Qatif or in the bigger Hasa with the Shias.

sion programme, in Arabic, ships, though not marriages. In beamed to the area. verted from one sect to another. A member of the Ajaji family, which has a Sunni branch in Bahrain and a Shia branch III the Hasa oasis, has said that the religious divisions in the family's ranks occurred 100 or 200 years ago when some of its members left Nejd and settled by chance in a mainly Shia village in Hasa. Over a genera-tion or two this branch gradually adopted Shia customs

thinking. Sunnis employ Shia workers and the more enlightened give them time off for Shia holidays. In Aramco and in the University of Petroleum and Minerals, both of which have Shias among their senior staff, sectarian differences are It is easy for Westerners to sectarian exaggerate the degree of scarcely noticed.
animosity that exists between There are Sumi

There are Sunni-Shia business Carla Rapoport Sumis and Shias. Doctrinally partnerships. Ali Selhati, a region in 1913 the Shias have the only major points that prominent Shia merchant who been spurned by the Kingdom's



Michael Field reports on efforts to improve the economic and social status of the Shias

Relaxation of controls eases the tension

The pace of development in Shia settlements is quickening. Above an irrigation project at Hasa oa

died in 1981, used to do much political and legal establishof his business in partnership with Abdullah Fouad and Ali Tamimi, two well-known Sunni businessmen.

Import Shia merchants who are active now are Hassan Nemer, who owns a hotel in Dammam, Abdullah Bayat, who has large real estate interests in Qatif, Said Nahrous, a foodstuffs importer, and Abdullah Matrood, who runs modern and Marriages

There are Sumi-Shia friendbite the shias.

Marriages

There are Sumi-Shia friendbite the same sum of this modern and efficient baking. I aundry and dairy operations. The prosperity of these men gives the lie to the common belief that there are no significant Shia business-men in Saudi Arabia. The people who look upon Shias with disgust are Nejdis

who live or have their homes outside the Eastern Province. These men are brought up in an austere, strictly unitarian tradition which abhors the veneration of saints. "It is stupid and wrong," a young prince remarked recently showing fine logic but a sub-lime insensivity, "for one to lime insensivity, "for one to mutilate oneself in penance for

and Shia ways of religious an evil that was committed thinking. cannot personally prevent." The prince added that what the Shias did was against every-thing he had been taught was right since he was a child. In his view, and in the view of many others in the Saud family and the Nejdi tribes, the Shias

are quite simply mad.
Since the Sands and their
allies conquered the eastern

ment. The first two governors of the province, the terrible Abdullah bin Jiluwi and his equally severe son, Saud, never missed an opportunity to per-

secute them Even in the more enlightened times of the last decade only two Shias have attained senior government positions. One is Jamal Jishi, who has been in succession Director General of the Jubail project, vice-governor of the General Elec-tricity Corporation in Riyadh, and, since Dr Ghazi Algosaibi formally took over the Ministry last autumn, Deputy Minister of Health. The other is Jalil al Saif, who is an assistant minister in the Ministry of the Interior and has the important job of authorising the issue of

Jurisdiction

The Shias have been made subject to the jurisdiction of courts practising the strict Hanbali interpretation of Sharia law, rather than to their own Jaafari courts. The only exceptions concern matters of inheritance and some other family issues, where Hanbali judges send cases for decision by Government-approved Shia officials.

Needless to say public manifestations of Shia religious practice and ritual, such as brightly decorated mosques and Mohar-ram processions, have been banned—at least until very

The older generation of Shias Qahtan tribe, but in Shia eyes traditionally as accepted its he is an enormous improvement inferior status and has been on his predecessors. He is able gratefuly for what prosperity and intelligent, respects the has been brought to it by elderly and has won the Aramco. Younger men were approval of the Shia religious greatly stirred five years are leaders. Aramco. Younger men were approval greatly stirred five years ago leaders. by the Iranian revolution. This by the Iranian revolution. This event quickly made its way into discussions at the Husainiyas, the National Guard in the discussions at the Husainiyas, or religious study centres, which are an important feature of Shia religious and social life.

first anniversary of the Aya- 1964, tollah Khomeini's return to Iran. In all some 20 people died in the disturbances.

After the riots the Government acted to lessen Shia resent-ment. Prince Ahmed bin Abdulnotables. Other senior Saudi officials in 1980 spent much time investigating the griev ances of the sect and concluded that the Shias disliked the Eastern Province Governor, the silent Abdul-Mohsin bin Jiluwi (the younger brother of Saud), felt neglected and were reluctant to accept loans from the Government

Prince Naif bin Abdul-Aziz, and the director of Saudi external security, Prince Turki al Faisal, are very aware of the issue of Shia civil rights and concerned

much less impressive. Candidates are Prince Khaled al Faisal, who has a bin Juliuwi mother and has been highly successful as governor of the province of Asir, and Prince Ahmed bin Abdul-Aziz, who is a full brother of King Fahd and development between the town Prince Naif. A decision of this of Tarut itself, which is Shia, issue probably awaits the longpromised provincial government is Sunni. legislation.

Eastern Province was ap-pointed. He is Prince Mishari bin Saud bin Abdul-Aziz, an The resentments of the young bin Saud bin Abdul-Aziz, an intelligent modern-minded personality and one of the few men of ability among the numerous episode began when the authorities intervened to stop a Moharram procession, held by young men whose confidence and impertinence had been inflated by events on the other. and impertinence had been in—the appointment marked a flated by events on the other side of the Gulf. The second divisions in the royal family riots, in February 1980, occurred that were caused by the deposition of Saud bin Abdul-Aziz in

Processions

The appointments have been accompanied by a more relaxed approach to the Shia festivities Aziz, the Deputy Minister of the in Moharram. Unofficially, very Interior, and King Khaled modest processions now seem (twice) visited the Eastern to be permitted. The National Province and listened to Shia Guard, which is an almost to be permitted. The National Guard, which is an almost entirely Nejdi force, is kept away from the streets during this highly emotional period.

There is also a new emphasis on the development of Qatif. Fairly large scale government spending in the oasis began one or two years before the riots but the pace of development has quickened since.

In Qatif and on Tarut island, Now it is known that both which is joined to the easis by the Minister of the Interior, a short causeway, there are a short causeway, there are large numbers of new houses, mostly financed by the Real Development There is an estate with free housing for low income earners There has been talk of replacing Abdul-Mohsin bin Jiluwi, who is not only less frightening than his predecessors but also much less impressive. Candison and a hospital methods in the method of the methods and an attractive new training centre for electricians and mechanics. Other recent projects have included road improvements, a sewerage system, schools and a hospital.

Oatif today does not look very different from other Saudi provincial towns. A telling comparison can be made on Tarut island, where there is no obvious difference in wealth or and neighbouring Darin, which

Michael Field's book, The A new governor of Qatif Merchants—the Big Business town, Mohammad as Sherif. Families of Saudi Arabia and was appointed in 1980. The the Gulf, is to be published by governor is a Sunni of the John Murray at the end of June.

MAR K. ALESAYI GROUP Omar K. AlEsayi & Co. Ltd. Head Office, P.O. Box 8361,

Jeddah 21482. Saudi Arabia. The Omer K AlEsayi Group of Companies is highly diversified with a range of interests from trading through industry to agriculture. Outlined below are details of the Group's major divisions, their achievements and activities.

CONSTRUCTION

The construction division has been directly involved in the building of airports, townships, housing, and shopping complexes. Examples inlude Taif Airport, The Ministry of Finance in Jeddah, and an'official residence for the Royal Family in Makkah. The division includes joint ventures with major international contracting and construction companies.

TRADING This division is very active in the importation, distribution and sale of a whole range of products including cars (the Group is the largest Mitsubishi dealer in the Middle East), buses, trucks, spareparts, fertilizers, seeds, general household wares, textiles, foodstuffs, fashion, cosmetics and perfume.

In support of the belief that industry is the foundation of Saudi Arabia's future prosperity, the Group has made substantial inrestments in a number of industrial projects including: The bottling of mineral water and soft drinks (including 7 Up and Canada Dry); the manufacture of carpets, sponge, GRC panels and Hollowcore ceilings and floors; and the refining of vegetable oil

TRANSPORT

The Group maintains a large fleet of trucks a majority of which are used for the transportation of cement.

BUILDING MATERIALS Allied to the construction boom which has taken place in Saudi Arabia the Group has been a major supplier of steel bars, timber and cement as well as a whole range of other building materials. FOODSTUFF

The importation of bulk foodstuffs has been of prime importance to the Kingdom over the years and the Omar AlEsayi Group has maintained a substantial position in this field importing and distributing such commodities as barley, rice, sugar, edible oils and sorghum.

AGRICULTURE A substantial acreage of agricultural land is owned by the Group on which it grows vegetables, wheat, barley and corn. In accordance with the Saudi Government's wish to reduce its dependence on imported food, further areas will be brought under cultivation on the satisfactory completion of the current water drilling pro-

MACHINERY The machinery division has four sections; Power Generation, Construction Equipment, Handling Equipment and Agricultural Machinery and Implements. Between these sections are handled nerators, excavators, forklift trucks, contractors plant, tractors, irrigation equipment, pumps and pump engines, and agricultural implements from a range of international suppliers. DECOR

This division is active in the design and furnishing of office and residential buildings throughout the Kingdom. **HEALTH and LEISURE**

This relatively new division has already become an important supplier of fitness equipment, spas, jaccuzzis and saunas.

For many years the Group has been a major supplier to the Saudi Arabian government and to government agencies. All such supplies are handled by this division either in close co-operation with other members of the Group or by direct international purchase.

As the demand for professional services has developed in the Kingdom so the Group has expanded to meet this need. Presently interests are maintained in insurance, travel and tourism, and, in association with an international company, the provision of first class maintenance services to the owners of machinery and INVESTMENTS

To enable the Group to maintain a close watch on the soft commodity markets around the world a commodity trading company, SWITRAX (telex 23661 SWIT CH) has been established in Geneva with Hayel Saced of North Yernen. This company ensures the importation into the Kingdom of all commodities at highly competitive prices.

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ISLAM

PRINCE TURKI AL FAISAL, one of the highly articulate sons of King Faisal and director of Saudi external intelligence, has a small game which he plays with Westerners.

He tells them that there are many simple people in Saudi Arabia who believe that the only reason they have oil is that they have been good Muslims and have therefore been favoured by God. The prince watches his visitors smile and then adds that he believes the same himself.

Islam is the dominant force in the life of Saudi Arabia. The original purpose of the state was the propogation of a purer form of Islam, and officiallyand to a great extent practically—the state remains dedicated to this cause today.

The King's speeches are thick with references to the Quran. The words Bismillah ar Rahman ar Raheem, "In the name of God, the Merciful, the Compassionate," appear everywhere from the title page of the national plan to the test pattern on the television.

The lists on this page describe Islamic institutions and officials and define religious terms that are often heard in Saudi Arabia. They have been compiled by

The legal and religious institutions

OFFICIALLY in Sunni Islam there is no ordained religious hierarchy endowed with spiritual authority. In practice in Saudi Arabia the religious leadership is constructed along slightly more formal lines. The Kingdom has a number of religious and legal institutions which are often confused with each other. The

most important of these are listed below. Higher Council of the Qada (Judiciary): an extremely important institu-tion, which acts as a supreme court and supervises the ordinary Shariah courts

The Higher Council is the unofficial The Higher Council is the unofficial successor of the last Saudi Grand Mufti, Sheikh Mohammad bin Ibrahim 'Al as-Shaikh, who died in 1969. At the time of the Grand Mufti's death King Faisal did not want to have only one man as leader of the Saudi religious establishment—the Ulema.

This was mainly because he did not

This was mainly because he did not want to appoint to the post Shaikh Abdul-Aziz bin Baz, who had recently quarelied with the King over his ruling that the earth was flat. In these circumstances the institution of a Higher Council company of the control con Council composed of several emiaent religious leaders seemed an expedient

Step.
The leader of the Council until his death in September 1982 was Shaikh Abdullah Humayid. No successor has yet been appointed.

Higher Ulema Council: not to be confused with the Higher Council of the Qada, The Higher Ulema Council considers broad matters of Islamic affairs and issues fatwas (legal opinions). It has no judicial authority and is not a prominent institution.

Higher Institute for the Qada: a training school in Riyadh for lawyers. The Higher Institute takes those graduates of the numerous Shariah colleges (equivalent to high schools) who wish to become lawyers—as opposed to Shariah college graduates who wish to become teachers in schools and universi-ties. The Institute awards MAs and Phds. When men have passed out of the Institute they go to work for qadis (judges) and after a time are appointed junior gadis themselves. Shariah colleges: high schools for

religious learning, under the authority of the Ministry of Higher Education. There are numerous Shariah colleges in Saudi Arabia, with students who are aspiring to become either teachers or lawyers. It is members of these two professions who make up the core of the religious establishment.

Ministry of Justice: concerned with the financing and administration of judicial institutions. The Minister is Shaikh Ibrahim bin Mohammad bin Ibrahim Al as-Shaikh.

Department of Religious Research, Itah, Dawa and Guidance: headed by Sheikh Abdul-Aziz bin Baz, who is the senior member of the Sandi religious establishment.

The Department is in charge of the Sandi religious contains a serior of the Sandi religious establishment.

missionary activity (Dawa-Islamic Call), which is aimed mainly at improving Islamic teaching in Africa and the Far

In Saudi Arabia its most conspicuous activity is the giving of legal opinions (fatwas) on issues that are placed before it by Saudi citizens or the Government. A subject on which it has often been asked to pronounce recently is insur-ance, which devout Muslims see as a presumptuous attempt by man to pro-vide against the financial consequences

of God's will.

A statement issued by Sheikh AbdulAziz at the beginning of April was entitled "A Warning against Travelling to Countries of the Heretics and the Danger which such Trips Constitute for Faith and Morals." The statement spoke of the committee that could star from of the corruption that could stem from visits to the West, where youths could attend "dancing parties, discotheques and dancing contests with girls at night clubs and other suspicious places."

Presidency of the Haramain: under Sheikh Sulaiman bin Obaid. The Presidency is responsible for all matters to do with the mosques of Mecca and Medina, together known as the Haramain. Mecca is the birthplace of the Prophet and the principal centre of Islamic

medina is the city which sheltered the Prophet when he left Mecca and in which he founded the first Islamic state. The Prophet is buried in Medina, as are

several members of his family: Hamza, his uncle, Fatima, his daughter, and Aisha, his principal wife. Members of the Prophet's family are

revered by the Shias, which is why Medina is a particularly important centre Medina is a particularly important centre of pilgrimage for them. There are Shia workers from Qatif in the date groves of Medina. Contrary to common belief, no Shia imams are buried in Medina.

Ministry of Haj and Awqaf: administers the Haj (the pilgrimage) and charitable endowments (awqaf—singular waqf). Awqaf are given to finance mosques and an enormous variety of charitable causes—schools, homes for divorced women, hostels for boor foreign students. poor foreign students, Committees for the Commendation of

Virtue and the Condemnation of Vice: (Hai'ah al Amr bil Marouf wa Nahi 'an al Monkar): headed by an autonomous presidency under Sheikh Abdul-Aziz bin Mohammad bin Ibrahim Al as-Shaikh, the brother of the Minister of Justice. "Committees" is a somewhat outdated expression, because the members, who were once volunteers, are now government employees, and the regional offices are now thought of more as branches of the Presidency in Riyadh than as inde-pendent committees.

The members of the committees

(known as mutawa) have a mentality (known as mutawa) have a mentality that is a cross between that of vigilantes and social workers. They make it their job to see that people stop work for prayers and behave in a dignified way in public. The committees provide an outlet for the enthusiasms of the young Islamiyyin—fundamentalists.

Islamic University: in Medina. The religious university for students of the whole Muslim world, under the supervision of the King.

Umm al Qura University: in Mecca. Formerly a branch of King Abdul-Aziz University in Jeddah, independent since 1981. The university has a strong religious faculty and a bias towards humanities, but it is not completely dedicated to Islamic learning.

Imam Mohammad bin Sand University: in Riyadh. Like Umm al Qura, the Mohammad bin Saud University has an Islamic blas, specialising in law, religious doctrine and Arabic literature.



At the heart of the Muslim world: a pligrim places his head inside the protective silver sheath to kiss the black stone placed at a corner in the Ka'aba in Mecca by the Prophet Mehammed

A guide to Islamic terms and officials

'Alim: A learned and respected teacher or lawyer. A man is not appointed an 'alim—the word does not denote a title or position—he comes to be accepted as an 'alim by those around him. The plural of 'alim is ulema, though the expression ulema is normally used to denote the religious establishment as a whole.

Imam: Literally "he who goes before "—the man who leads the prayers. Normally the word applies to the regular leader of prayers in a mosque. This man will probably be a relatively uneducated person who will defer to an 'alim or other teacher or lawyer if he sees one present.

An Imam can also be the leader of

An Imam can also be the leader of the community. King Abdul-Aziz was often referred to as "the Imam," as was his ancestor, Mohammad bin Saud, the founder of the first Saudi state. Both of these men led the prayers of their followers.

followers.

In Shia Islam the word Imam again means the leader of the community but refers specifically to the men whom Shias regard as the 12 successors of the Prophet. These were all direct descendants of the Prophet and have the status

of major saints.
Muezzin: The man who calls the people to prayer. The muezzin and the imam together make up the establishment of a mosque. In Saudi Arabia they are

government employees.

Khatib: The man who gives the sermon (kintha) on Friday (Juma). Ser-mons are given by teachers or lawyers —not by the regular imams of the

mosques. Sheikh: Literally an elder — the root of the word is "age." In Sandi Arabia the word is used either as a general term of respect or to mean "teacher." The Al as Shaikh — "the family of the Sheikh" — is descended from Mohammad bin Abdul-Wahab, the shelkh/teacher who was espoused by the Jinam Mohammad bin Saud in the early 18th century. The Al as Sheikh is the oldest ally of the royal family and has often married into it.

Muwahiddin: Unitarians. The expres-

sion comes from the word tawhid — monotheism or unitarizalism Muwahid-din is what the strict Muslims of Saudi Arabia call themselves. Westerners refer to them as Wahabis (after their reformist teacher Mohammad bin Abaul Wahah), which is ironic, because the main tenet of unitarian doctrine is that only God should be worshipped — not members of the Prophet's family or other holy men. Quran: The Muslim holy book -

actual words of God as recorded by the Prophet Mohammad.

Hadith: the day to day actions and sayings of the Prophet, repeated by his friends and written down in the two centuries after his death.
Sunna: the body of Islamic learning

made up of the Hadith, together with

the teachings from the Outan and the Hadith of the founders of the four schools of Islamic jurisprudence (see lens

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schools of Islamic jurisprudence (see below).

Sharish: literally "the way "—the rule for all aspects of life. Islamic law based on the Quran and the Hadith. The Sharlah was interpreted in the early days of Islam by four jurists—in chronological order. Abu Hanifa al Noaman, Malik bin Anas, Mohammad bin Idris as Shafi, and Ahmed bin Hanbal. These men founded the Hanifa. Maliki, Shafi and Hanbali schools of jurisprudence.

The school taught by Mohammad bin Abdel. Wahab and used since in Saudi domains is that of Ahmed bin Hanbal. This is the strictest of the four schools, though it is quite eclectic. Hanbali

though it is quite eclectic. Hanbali ludges can draw on the opinions of judges of other schools.

The Shias of the Eastern Province espouse the Lasfari school of jurisprudence which is very different from the Smini schools.

Sumi schools.

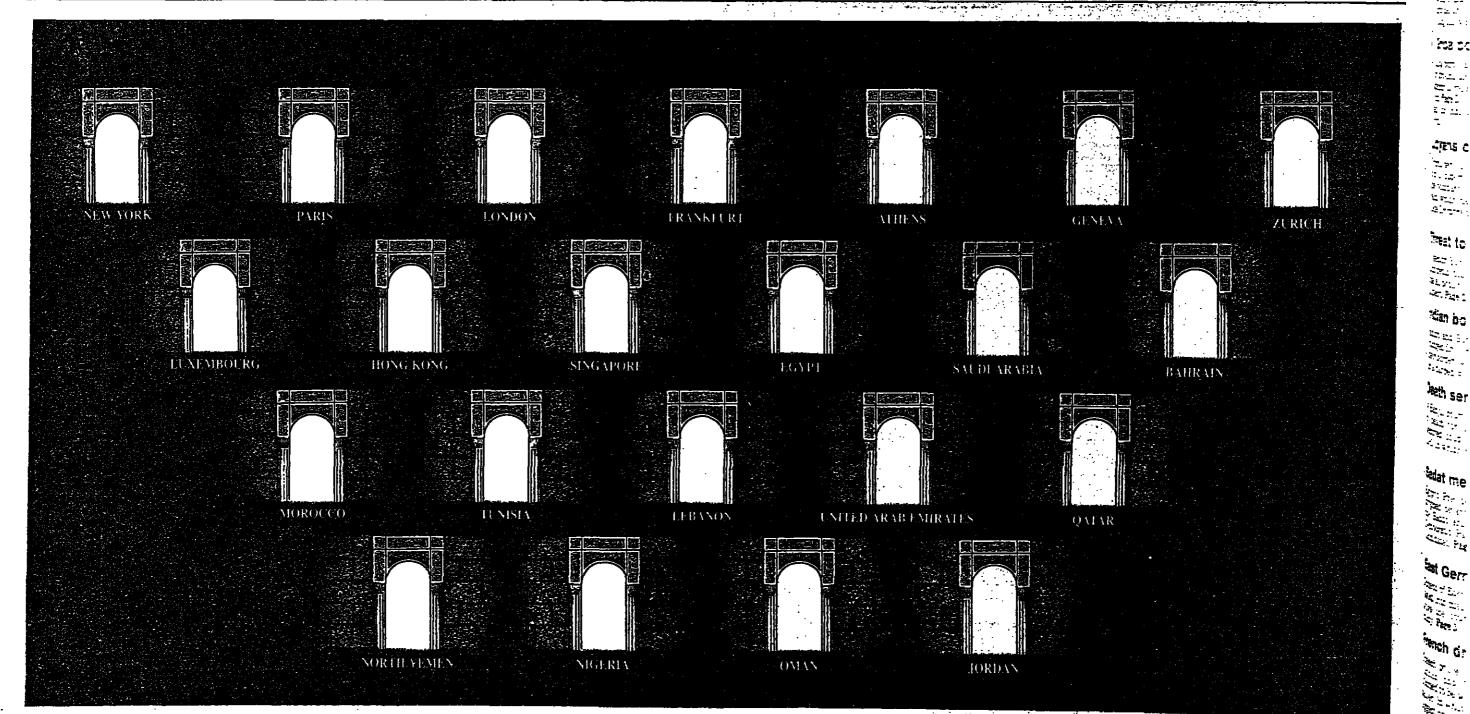
Fatwa: a legal opinion. The process of giving legal opinions is Iftah.

Dawa: preaching or Islamic call. In Saudi Arabia the term normally refers to missionary activity. In Iraq the banned Shia political organisation is the Dawa

Shora: consultation. It is part of Islamic doctrine that rulers should consult their people in order to obtain consensus (tima') in the Muslim com-

consensus (tima') in the austim com-munity (umma).

Salazi: prayers. There are five prayers
in the day: Fajr—at sunrise, Doh'r—at midday. Asir—the afternoon prayer when the sun is half way between its beight and setting, Maghrib—when the sun fells below the horizon, and Isha when if is completely dark.



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